

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1979

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	29.6	22,580
2	ALICE#	28.5	21,750
3	WORLD SERIES GAME #1(S)	28.2	21,520
4	EIGHT IS ENOUGH#	27.9	21,290
5	17TH ANNIVERSARY-J CARSON(S)	27.7	21,140
6	JEFFERSONS#	26.8	20,450
7	WORLD SERIES GAME #5(S)	26.2	19,990
8	CHARLIE'S ANGELS#	25.5	19,460
9	M*A*S*H	24.2	18,460
10	60 MINUTES	24.1	18,390
11	NBC THEATER-SUN.(S)	23.9	18,240
12	WORLD SERIES GAME #4(S)	23.5	17,930
13	LITTLE HOUSE-PRAIRIE	23.4	17,850
14	THREE'S COMPANY	23.3	17,780
15	BARNEY MILLER#	23.0	17,550
15	ONE DAY AT A TIME	23.0	17,550
15	TRAPPER JOHN, M.D.#	23.0	17,550
18	CHIPS	22.8	17,400
19	WORLD SERIES GAME #3(S)	22.5	17,170
20	COUNTRY MUSIC AWARDS(S)	22.4	17,090
21	NBC THEATER-MON.(S)	22.0	16,790
21	SOAP#	22.0	16,790
23	WORLD SERIES PRE GAME #1(S)	21.9	16,710
24	CBS TUESDAY NIGHT MOVIES	21.4	16,330

CONT'D

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	LOVE BOAT	21.3	16,250
25	MORK & MINDY	21.3	16,250

CONT'D

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	EIGHT IS ENOUGH#	20.4	42,240
2	NBC THEATER-SUN.(S)	19.9	41,190
3	ALICE#	19.6	40,530
4	WORLD SERIES GAME #5(S)	18.9	39,090
5	WORLD SERIES GAME #1(S)	18.4	38,140
6	17TH ANNIVERSARY-J CARSON(S)	18.4	38,010
7	CHARLIE'S ANGELS#	18.3	37,810
8	MORK & MINDY	18.0	37,270
9	CHIPS	17.7	36,590
10	JEFFERSONS#	17.6	36,380
11	WORLD SERIES GAME #2(S)	17.6	36,320
12	M*A*S*H	16.9	34,870
13	THREE'S COMPANY	16.8	34,810
14	LITTLE HOUSE-PRAIRIE	16.8	34,750
15	ONE DAY AT A TIME	16.3	33,750
16	B.J. AND THE BEAR	16.0	33,060
17	60 MINUTES	15.9	32,790
18	HAPPY DAYS	15.8	32,590
19	COUNTRY MUSIC AWARDS(S)	15.4	31,890
20	BARNEY MILLER#	15.2	31,520
21	SHERIFF LOBO#	15.2	31,430

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

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## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALICE#	24.1	19,330
2	NBC THEATER-SUN.(S)	23.9	19,130
3	17TH ANNIVERSARY-J CARSON(S)	23.1	18,500
4	EIGHT IS ENOUGH#	22.6	18,090
5	COUNTRY MUSIC AWARDS(S)	22.0	17,660
6	JEFFERSONS#	21.7	17,400
7	CHARLIE'S ANGELS#	20.8	16,640
8	LITTLE HOUSE-PRAIRIE	20.2	16,180
9	CBS TUESDAY NIGHT MOVIES	19.5	15,640
10	ABC FRIDAY NIGHT MOVIE#	19.3	15,480
11	TRAPPER JOHN, M.D.#	19.1	15,320
12	ONE DAY AT A TIME	18.9	15,120
13	M*A*S*H	18.8	15,030
14	60 MINUTES	18.7	14,980
15	WORLD SERIES GAME #5(S)	18.7	14,960
16	BARNABY JONES#	18.5	14,830
17	THREE'S COMPANY	18.2	14,560
18	LOVE BOAT	17.8	14,240
19	CHIPS	17.6	14,140

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	27.4	19,780
2	WORLD SERIES GAME #2(S)	26.4	19,060
3	WORLD SERIES GAME #5(S)	25.3	18,260
4	WORLD SERIES GAME #3(S)	21.8	15,750
5	ABC NFL FOOTBALL SPECIAL(S)	21.0	15,130
6	WORLD SERIES GAME #4(S)	20.8	14,970
7	17TH ANNIVERSARY-J CARSON(S)	20.1	14,510
8	60 MINUTES	19.8	14,260
9	NAT'L LEAGUE CHAMP. GM 1(S)	19.4	14,020
10	WORLD SERIES PRE GAME #1(S)	18.4	13,250
11	ALICE#	17.9	12,920
12	AMER. LEAGUE CHAMP. GM 1(S)	17.9	12,900
13	JEFFERSONS#	17.4	12,560
14	FLESH & BLOOD-PT.-1(S)	17.3	12,490
15	CHIPS	17.2	12,430
16	B.J. AND THE BEAR	17.0	12,270
17	BIG EVENT#	16.9	12,210
18	NFL MONDAY NIGHT FOOTBALL	16.8	12,140
19	WORLD SERIES PRE GAME #2(S)	16.3	11,770
20	ONE DAY AT A TIME	16.3	11,720
21	SOAP#	16.2	11,700
22	MORK & MINDY	16.0	11,520
23	WORLD SERIES PRE GAME #3(S)	15.9	11,490
24	AMER. LEAGUE CHAMP. GM 3(S)	15.9	11,460

CONT'D

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	M*A*S*H	15.9	11,430
25	TRAPPER JOHN, M.D.#	15.9	11,430
27	NBC THEATER-MON.(S)	15.6	11,210
28	ARCHIE BUNKER'S PLACE	15.4	11,100
29	THREE'S COMPANY	15.3	11,040
30	EIGHT IS ENOUGH#	14.9	10,720

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1979

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC THEATER-SUN.(S)	24.7	12,330
2	17TH ANNIVERSARY-J CARSON(S)	23.4	11,660
3	COUNTRY MUSIC AWARDS(S)	22.9	11,410
4	EIGHT IS ENOUGH#	22.4	11,180
5	CHARLIE'S ANGELS#	22.1	11,010
6	ABC FRIDAY NIGHT MOVIE#	21.0	10,490
7	MORK & MINDY	19.8	9,860
8	M*A*S*H	19.1	9,510
9	THREE'S COMPANY	19.0	9,500
10	ALICE#	19.0	9,460
11	VEGA\$#	18.8	9,390
12	BARNEY MILLER#	17.8	8,900
13	BARNABY JONES#	17.8	8,870
14	CBS TUESDAY NIGHT MOVIES	17.7	8,830
15	FLESH & BLOOD-PT.-1(S)	17.6	8,790
16	HAPPY DAYS	17.5	8,720
16	LITTLE HOUSE-PRAIRIE	17.5	8,720
18	QUINCY, M.E.	17.4	8,700
19	CHIPS	17.3	8,620

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALICE#	35.8	8,710
2	JEFFERSONS#	31.9	7,760
3	ARCHIE BUNKER'S PLACE	27.5	6,690
4	ONE DAY AT A TIME	26.3	6,400
5	60 MINUTES	26.2	6,360
6	LITTLE HOUSE-PRAIRIE	25.7	6,250
7	WALTONS	24.7	6,000
8	LOVE BOAT	23.8	5,790
9	TRAPPER JOHN, M.D.#	23.5	5,710
10	CBS TUESDAY NIGHT MOVIES	22.9	5,560
11	DIFF'RENT STROKES#	22.7	5,520
12	NBC THEATER-SUN.(S)	22.6	5,500
13	EIGHT IS ENOUGH#	22.4	5,450
14	WORLD SERIES GAME #1(S)	22.1	5,380
15	WORLD SERIES GAME #5(S)	21.9	5,320
16	17TH ANNIVERSARY-J CARSON(S)	20.9	5,090
17	COUNTRY MUSIC AWARDS(S)	20.8	5,050
17	WORLD SERIES GAME #2(S)	20.8	5,050
19	HELLO LARRY#	20.4	4,950
20	WORLD SERIES PRE GAME #1(S)	19.9	4,840
21	HAWAII FIVE-O	19.8	4,810
22	GREEK TYCOON(S)	19.4	4,730
23	BARNABY JONES#	19.1	4,640

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	24.0	11,400
2	WORLD SERIES GAME #2(S)	22.0	10,440
3	WORLD SERIES GAME #5(S)	21.7	10,310
4	17TH ANNIVERSARY-J CARSON(S)	21.7	10,290
5	ABC NFL FOOTBALL SPECIAL(S)	21.5	10,200
6	WORLD SERIES GAME #3(S)	19.5	9,260
7	MORK & MINDY	18.9	8,960
8	SOAP#	17.7	8,410
9	NBC TUE. NIGHT MOVIE#	17.6	8,360
10	FLESH & BLOOD-PT.-1(S)	17.2	8,170
11	BIG EVENT#	16.7	7,910
12	NFL MONDAY NIGHT FOOTBALL	16.6	7,880
13	B.J. AND THE BEAR	16.5	7,840
14	CHIPS	16.3	7,750
15	M*A*S*H	15.8	7,500
16	MAN CALLED SLOANE	15.7	7,470
17	NAT'L LEAGUE CHAMP. GM 1(S)	15.6	7,390
18	60 MINUTES	15.5	7,370
19	ASSOCIATES	15.5	7,340
20	BUCK ROGERS-25TH CENTURY	15.4	7,310
21	WORLD SERIES GAME #4(S)	15.3	7,280
22	NBC THEATER-MON.(S)	15.1	7,150
23	SATURDAY NIGHT	15.0	7,130
24	ABC SUNDAY NIGHT MOVIE#	14.8	7,040

CONT'D

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	38.3	7,320
2	WORLD SERIES GAME #1(S)	36.1	6,900
3	WORLD SERIES GAME #5(S)	35.7	6,830
4	WORLD SERIES GAME #4(S)	33.8	6,470
5	WORLD SERIES GAME #3(S)	29.5	5,640
6	AMER. LEAGUE CHAMP. GM 1(S)	28.8	5,510
7	60 MINUTES	28.1	5,370
8	WORLD SERIES PRE GAME #1(S)	27.9	5,340
9	ALICE#	27.8	5,320
9	NAT'L LEAGUE CHAMP. GM 1(S)	27.8	5,320
11	JEFFERSONS#	26.1	4,990
12	ARCHIE BUNKER'S PLACE	25.9	4,950
13	AMER. LEAGUE CHAMP. GM 3(S)	25.2	4,810
14	WORLD SERIES PRE GAME #2(S)	25.0	4,780
15	WORLD SERIES PRE GAME #3(S)	23.4	4,480
16	NAT'L LEAGUE CHAMP. PRE 1(S)	23.1	4,410
17	ONE DAY AT A TIME	23.0	4,400
18	AMER. LEAGUE CHAMP. GM 4(S)	22.8	4,350
19	AMER. LEAGUE CHAMP. PRE 1(S)	22.6	4,320
20	ABC NFL FOOTBALL SPECIAL(S)	21.5	4,120
21	TRAPPER JOHN, M.D.#	20.6	3,930
22	AMER. LEAGUE CHAMP. PRE 3(S)	20.3	3,890
23	CHIPS	19.8	3,790
24	NAT'L LEAGUE CHAMP. GM 2(S)	19.5	3,730

CONT'D

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## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CBS NFL FOOTBALL GAME 1	14.5	6,860

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	HAWAII FIVE-O	18.8	3,600
26	NFL MONDAY NIGHT FOOTBALL	18.7	3,570
27	LITTLE HOUSE-PRAIRIE	18.4	3,520
28	B.J. AND THE BEAR	18.4	3,510
29	FLESH & BLOOD-PT.-1(S)	18.0	3,450
30	NAT'L LEAGUE CHAMP. GM 3(S)	17.9	3,420
30	WORLD SERIES PRE GAME #5(S)	17.9	3,420
32	NBC THEATER-MON.(S)	16.9	3,240
33	SHERIFF LOBO#	16.9	3,230
34	THREE'S COMPANY	16.8	3,220
35	17TH ANNIVERSARY-J CARSON(S)	16.8	3,210
36	WALTONS	16.3	3,120
37	CBS EVENING NEWS-CRONKITE	16.3	3,110

NOTES



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														KEY		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
*EVENING																																					
ABC FRIDAY NIGHT MOVIE										3	189		A 20.3 34	1549	1872	907 364	1000 466	678 596	138^232	483 145^	337 328	45^ 80^	172 107^	217 157													
1 FRI. 9.00P 120 ABC FF										98	B 17.7 30	1351	1918	788 361	873 399	612 521	115 200	541 217	388 351	59 107	205 102	299 224															
9.00 - 9.30											A 18.3 31	1396	1911	874 364	988 449	640 567	128^253	491 134^	333 352	36^ 80^	201 129^	231 158^															
9.30 - 10.00											A 19.9 33	1518	1840	881 354	985 462	646 576	120^229	466 125^	322 324	35^ 79^	191 131^	198 139^															
10.00 - 10.30											A 22.0 37	1679	1895	916 354	1000 468	693 610	144 229	494 155	342 320	51^ 85^	174 103^	227 170															
10.30 - 11.00											A 21.0 36	1602	1845	948 383	1024 486	724 628	157 217	482 157	345 314	57^ 83^	131^ 72^	208 156															
ABC NEWSBRIEF-M-F										24	185 194	A 17.4 28	1328	1859	655 239	734 279	448 393	100 217	709 270	421 377	110 218	190 90	226 169														
1 MON. 8.57P 2 ABC N										96 97	B 18.0 29	1373	1842	697 281	772 315	492 433	97 212	639 262	400 350	96 184	201 102	230 160															
1 TU-TH 9.58P 1																																					
1 FRI. 8.58P 1																																					
2 MON. 8.58P 1																																					
2 TUE. 9.58P 1																																					
2 W & F 8.13P 1																																					
2 THU. 8.11P 1																																					
ABC NEWSBRIEF-SAT. SAT. 9.58P 1 ABC N										5 194 193 98 97	A 20.2 35	1541	1929	799 248	874 319	475 411	129 339	587 230	374 308	75^ 180	168 116	300 239															
											B 18.9 34	1442	1887	752 274	849 318	484 415	117 310	600 244	383 326	91 181	157 101	281 222															
ABC NEWSBRIEF-SUN. 1 SUN. 8.58P 1 ABC N										5 195 184 98 97	A 15.1 23	1152	2103	654 325	736 363	553 421	92^ 160	802 406	577 408	114 173	242 104^	323 199															
2 SUN. 8.57P 2											B 17.6 27	1343	2095	678 364	758 396	582 446	76 145	771 413	570 434	81 142	229 114	337 228															
ABC NFL FOOTBALL SPECIAL(S)										195	A 19.4 33	1480	1884	573 246	605 247	383 329	70^ 187	1023 426	690 520	169 278	143^ 23^	113^ 86^															
2 SUN. 9.00P 171 ABC SE										99																											
9.00 - 9.30											A 18.7 28	1427	1902	526 266	565 232	358 317	74^ 173	1015 418	667 498	175 285	149^ 23^	173 119^															
9.30 - 10.00											A 21.7 33	1656	1827	533 253	566 215	352 312	75^ 181	1005 382	634 506	187 302	147 21^	109^ 89^															
10.00 - 10.30											A 23.3 37	1778	1877	595 276	629 266	398 337	76^ 196	976 389	648 536	164 274	152 25^	120^ 90^															
10.30 - 11.00											A 19.6 33	1495	1870	595 248	623 247	393 350	64^ 195	993 398	675 544	173 274	154^ 25^	100^ 72^															
11.00 - 11.30											A 16.8 32	1282	1910	592 191	617 256	396 331	59^ 181^	1077 506	776 514	162^ 257	134^ 25^	82^ 64^															
11.30 - 12.00											A 14.8 36	1129	1998	619 201^	644 282	410 324	64^ 192^	1159 539	831 522	156^ 274	112^ 16^	83^ 63^															
ABC SUNDAY NIGHT MOVIE										4 196	A 16.8 27	1282	1846	699 331	753 393	587 449	46^ 114^	709 351	549 488	59^ 103^	172^ 104^	212 155^															
1 SUN. 9.00P 112 ABC FF										99	B 17.4 29	1328	1897	745 378	809 408	615 506	74 145	808 402	609 525	59 139	146 74	134 104															
9.00 - 9.30											A 14.9 23	1137	1889	698 321	785 387	583 455	62^ 147^	663 325	514 441	41^ 115^	198^ 118^	243 168^															
9.30 - 10.00											A 15.1 23	1152	1872	715 347	771 395	589 464	57^ 122^	674 341	541 483	35^ 84^	184^ 113^	243 189^															
10.00 - 10.30											A 18.9 31	1442	1822	697 335	740 395	579 445	34^ 102^	725 348	543 496	74^ 109^	159^ 99^	198 149^															
10.30 - 11.00											A 19.0 34	1450	1790	677 311	711 385	584 431	30^ 88^	774 394	600 520	84^ 109^	150^ 90^	155^ 109^															
ABC WORLD NEWS TONIGHT										10 193 188	A 11.1 22	847	1590	686 234	744 175	374 389	90 296	636 197	340 309	104 241	99 64^	111 79															
M-F 6.30P 30 ABC N										97 97	B 11.1 22	847	1590	686 234	744 175	374 389	90 296	636 197	340 309	104 241	99 64	111 79															
ABC WRLD NEWS TONIGHT-SUN										1 141	A 6.6 14	504	1835	875 138^	946 205^	416^ 368^	167^ 479	673 187^	299^ 202^	147^ 332^	84^ 67^	132^ 104^															
1 SUN. 6.30P 30 ABC N										86	B 6.6 14	504	1835	875 138	946 205	416 368	167 479	673 187	299 202	147 332	84 67	132 104															
ALICE										3 194	A 28.5 43	2175	1863	805 215	888 279	434 390	147 400	595 170	302 285	123 244	215 150	165 117															
1 SUN. 9.07P 30 CBS CS										99	B 24.2 37	1846	1779	794 249	881 270	430 386	135 385	606 176	297 267	133 263	141 102	151 108															
AMER. LEAGUE CHAMP. PRE 1(S)										215	A 14.4 25	1099	1510	475 179^	488 93^	232 225	85^ 234	850 202^	396 385	178^ 394	103^ 11	69^ 54^															
1 WED. 8.00P 18 NBC SC										99																											
AMER. LEAGUE CHAMP. GM 1(S)										215	A 20.8 35	1587	1465	445 178	459 122^	232 234	96^ 191	813 230	412 383	171 347	129^ 12^	64^ 57^															
1 WED. 8.18P 214 NBC SE										99																											
8.30 - 9.00											A 18.1 30	1381	1428	416 153^	429 95^	188 201	93^ 210	819 180	355 391	190 379	108^ 11	72^ 61^															
9.00 - 9.30											A 20.6 33	1572	1495	444 221	471 99^	246 250	105^ 194	798 196	390 396	166 347	144^ 21^	82^ 68^															
CONT'D																																					

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														WOMEN					MEN														
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.						
EVENING CONT'D																																	
AMER. LEAGUE CHAMP-CONT'D																																	
9.30 - 10.00										A 21.4	33	1633	1552	462	219	485	149	265	267	93	173	843	221	430	405	176	365	147	21	77	71		
10.00 - 10.30										A 22.0	35	1679	1527	445	186	456	149	244	236	77	174	853	235	465	429	167	342	145	13	73	61		
10.30 - 11.00										A 22.6	37	1724	1455	443	159	454	137	236	223	86	180	807	254	433	379	173	334	133	12	61	55		
11.00 - 11.30										A 21.5	40	1640	1418	444	170	455	119	227	244	102	180	788	279	413	351	162	322	127	16	48	48		
11.30 - 12.00										A 21.1	48	1610	1375	462	126	462	97	198	223	129	222	768	252	387	316	164	328	110	17	35	35		
AMER. LEAGUE CHAMP. PRE 3(S)										A 16.3	31	1244	1696	515	148	536	149	230	200	117	275	744	215	366	343	168	312	257	106	159	106		
1 FRI. 8.00P 16 NBC SC																																	
AMER. LEAGUE CHAMP. GM 3(S)										A 19.6	35	1495	1595	565	174	575	176	275	271	132	249	768	216	393	382	189	323	162	83	90	66		
1 FRI. 8.16P 204 NBC SE																																	
8.30 - 9.00										A 18.0	32	1373	1642	551	133	572	173	268	243	133	258	761	197	373	362	172	330	213	92	96	65		
9.00 - 9.30										A 19.8	34	1511	1594	544	188	544	155	240	246	132	255	741	206	351	340	194	333	193	126	116	89		
9.30 - 10.00										A 18.9	32	1442	1576	558	182	558	168	246	252	139	258	752	197	352	354	200	344	161	93	105	85		
10.00 - 10.30										A 19.0	32	1450	1592	546	174	546	164	248	245	134	257	800	211	395	382	208	356	133	71	113	87		
10.30 - 11.00										A 20.0	34	1526	1571	573	198	594	189	306	284	142	250	776	223	415	399	192	316	126	35	75	53		
11.00 - 11.30										A 21.7	41	1656	1619	607	178	620	201	321	339	126	226	790	257	450	441	178	285	145	78	64	40		
ANGIE										A 19.9	31	1518	2013	735	325	846	383	560	447	97	238	567	235	352	278	62	179	242	135	358	217		
TUE. 8.30P 30 ABC CS										B 21.5	34	1640	1901	696	293	798	361	526	415	93	222	529	263	352	262	69	147	223	128	351	224		
ARCHIE BUNKER'S PLACE										A 20.7	32	1579	1842	754	231	833	185	345	340	140	424	704	186	332	324	131	313	149	83	156	103		
1 SUN. 8.07P 30 CBS CS										B 20.5	32	1564	1755	756	236	860	185	341	330	137	442	672	170	302	298	142	323	99	58	124	82		
2 SUN. 8.18P 30																																	
ASSOCIATES										A 16.5	26	1259	2129	674	337	765	407	588	440	100	156	766	400	583	443	89	140	234	115	364	238		
SUN. 8.30P 30 ABC CS										B 16.5	26	1259	2059	690	377	772	422	601	457	86	150	744	400	569	443	72	126	231	120	312	207		
B.J. AND THE BEAR										A 20.1	36	1534	2155	692	309	737	250	446	400	121	225	800	278	511	433	108	229	216	57	402	342		
SAT. 9.00P 60 NBC A										B 20.0	36	1526	2208	713	321	771	280	492	428	106	215	755	256	476	433	103	212	239	80	443	346		
9.00 - 9.30										A 20.0	36	1526	2138	694	309	738	253	449	400	119	222	778	269	490	424	106	228	216	60	406	350		
9.30 - 10.00										A 20.3	35	1549	2152	686	304	730	243	439	398	118	222	816	290	529	439	109	226	211	52	395	331		
BAD NEWS BEARS										A 9.7	18	740	2027	581	217	630	221	369	306	138	219	537	150	296	292	142	170	254	173	636	458		
1 SAT. 8.30P 30 CBS CS										B 9.9	18	755	1883	646	258	720	260	386	337	135	288	499	179	294	274	110	172	209	98	455	308		
BARNABY JONES										A 21.0	35	1602	1722	851	288	926	337	554	496	129	289	534	171	307	303	70	172	161	85	101	92		
2 THU. 10.00P 60 CBS PD										B 18.0	30	1373	1589	813	282	882	229	416	403	142	382	565	137	242	240	126	274	81	53	61	42		
10.00 - 10.30										A 20.5	33	1564	1726	829	280	904	326	529	468	130	297	549	176	304	292	79	186	168	101	105	91		
10.30 - 11.00										A 21.6	37	1648	1704	864	292	938	345	571	518	128	280	513	164	305	313	62	155	156	70	97	93		
BARNEY MILLER										A 23.0	37	1755	1796	709	278	792	343	506	417	118	228	605	262	377	345	66	176	184	121	215	147		
1 THU. 9.00P 30 ABC CS										B 22.3	36	1701	1836	731	295	810	349	525	446	108	224	589	255	373	328	83	178	215	125	222	156		
BENSON										A 21.2	34	1618	1900	670	282	785	289	485	414	101	228	598	239	367	350	53	159	213	135	304	224		
1 THU. 8.30P 30 ABC CS										B 22.1	36	1686	1933	699	289	798	324	518	439	102	220	567	244	369	332	79	157	248	144	320	224		
BIG EVENT										A 17.5	28	1335	2229	734	289	829	319	517	546	116	209	914	359	593	538	109	220	192	45	294	218		
1 SUN. 8.00P 120 NBC FV										B 21.9	34	1671	2110	703	291	796	334	555	481	102	180	838	369	610	523	85	159	213	70	263	192		
8.00 - 8.30										A 14.5	24	1106	2239	754	264	824	354	515	540	123	219	827	338	560	504	103	182	215	56	373	264		
8.30 - 9.00										A 17.0	27	1297	2224	731	282	794	307	501	525	107	198	874	327	554	487	109	229	212	58	344	273		
9.00 - 9.30										A 19.2	29	1465	2177	705	287	812	283	492	542	124	213	949	361	605	546	114	240	175	33	241	169		
9.30 - 10.00										A 19.4	30	1480	2257	748	314	876	338	555	568	116	213	975	395	632	591	108	228	174	39	232	185		





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													18-34		WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																														
DETECTIVE SCHOOL																														
SAT. 8.30P 30 ABC CS 5 197 195 99 97																														
A 13.1 24 1000																														
B 13.3 25 1015																														
1994 752 189																														
1924 747 235																														
DIFF'RENT STROKES																														
2 FRI. 8.00P 30 NBC CS 44 196 98																														
A 20.0 34 1526																														
B 17.9 34 1366																														
2047 799 258																														
887 223 422 460 123^361																														
571 193 332 307 82^188																														
194 80^ 395 268																														
DISNEY'S WONDERFUL WORLD																														
SUN. 7.00P 60 NBC FV 5 210 210 99 99																														
A 15.7 27 1198																														
B 16.5 29 1259																														
A 13.3 23 1015																														
A 18.2 31 1389																														
2376 691 265																														
2433 730 254																														
2301 670 268																														
2410 702 260																														
761 378 547 425 83^181																														
825 382 567 470 83 212																														
737 359 525 410 73^177																														
773 388 556 436 87^183																														
665 294 494 406 60^136																														
718 316 511 418 92 156																														
649 276 472 398 60^136																														
670 304 504 409 58^135																														
226 100^ 724 456																														
229 81 661 437																														
230 99^ 685 427																														
220 102 747 472																														
DUKES OF HAZZARD																														
FRI. 9.00P 60 CBS CS 4 187 188 99 99																														
A 19.5 32 1488																														
B 19.7 33 1503																														
A 18.9 31 1442																														
A 20.1 33 1534																														
2077 640 173																														
2055 680 214																														
2109 624 174																														
2038 651 169																														
708 309 486 419 85 185																														
739 310 489 419 90 203																														
692 304 481 418 80^175																														
720 310 489 418 92 196																														
577 232 386 341 81^139																														
582 203 364 343 97 165																														
588 236 396 354 80^137																														
560 224 371 328 81 138																														
219 90 573 405																														
213 81 521 365																														
226 87 603 421																														
214 94 544 387																														
EIGHT IS ENOUGH																														
1 WED. 8.00P 60 ABC CS 4 193 99																														
A 27.9 44 2129																														
B 25.3 42 1930																														
A 26.0 42 1984																														
A 29.7 47 2266																														
1984 766 232																														
2001 774 299																														
1990 763 235																														
1982 772 230																														
849 333 526 420 113 256																														
872 358 550 436 110 262																														
845 320 511 418 115^264																														
854 347 539 424 111 248																														
504 185 304 260 60^135																														
474 186 290 230 72 148																														
529 199 312 257 64^149																														
482 170 293 268 53^121																														
288 177 343 261																														
273 175 382 258																														
274 170 342 256																														
302 183 344 265																														
FANTASY ISLAND																														
1 FRI. 8.00P 60 ABC A 3 196 99																														
A 17.5 30 1335																														
B 14.4 25 1099																														
A 16.6 29 1267																														
2044 730 327																														
1995 740 342																														
2089 742 334																														
832 342 519 448 115^239																														
828 333 509 467 123 241																														
841 338 518 459 113^242																														
532 205 342 329 62^107^																														
584 213 365 341 84 155																														
552 216 349 334 61^109^																														
276 176^ 404 312																														
206 108 377 289																														
285 191 411 313																														
8.30 - 9.00																														
A 18.3 31 1396																														
2006 720 323																														
824 343 522 440 112^234																														
513 196 337 327 60^102^																														
270 163^ 399 310																														
FLESH & BLOOD-PT.-1(S)																														
2 SUN. 9.18P 120 CBS GD 183 99																														
A 21.2 35 1618																														
1773 772 339																														
837 369 543 472 89^220																														
771 344 503 416 78^213																														
107^ 59^ 58^ 35^																														
9.30 - 10.00																														
A 17.9 27 1366																														
1909 776 362																														
848 369 544 467 84^237																														
817 359 534 471 77^220																														
134^ 65^ 110^ 82^																														
10.00 - 10.30																														
A 22.5 36 1717																														
1733 780 319																														
845 398 554 492 88^209																														
742 348 485 390 80^205																														
100^ 58^ 46^ 24^																														
10.30 - 11.00																														
A 23.4 41 1785																														
1730 755 336																														
826 364 542 463 92^205																														
775 346 511 409 83^212																														
98^ 59^ 31^ 10^																														
GREEK TYCOON(S)																														
2 WED. 8.00P 143 CBS FF 186 99																														
A 17.2 26 1312																														
1691 823 332																														
935 304 532 428 184 360																														
521 177^ 269 257 96^208																														
131^ 87^ 104^ 76^																														
8.00 - 8.30																														
A 14.1 22 1076																														
1744 769 317																														
870 300 497 408 179^340																														
468 135^ 231 241 111^204^																														
152^102^ 254 197^																														
8.30 - 9.00																														
A 16.9 25 1289																														
1665 812 306																														
919 293 507 416 200 371																														
458 135^ 225 230 99^201																														
137^ 90^ 151^ 113^																														
9.00 - 9.30																														
A 18.3 28 1396																														
1724 824 337																														
946 305 529 412 177 370																														
570 201 296 264 102^229																														
141^ 99^ 67^ 41^																														
9.30 - 10.00																														
A 18.6 28 1419																														
1658 855 347																														
961 303 545 446 189 368																														
534 191 282 256 84^209																														
124^ 77^ 39^ 24^																														
10.00 - 10.30																														
A 18.2 28 1389																														
1682 852 359																														
977 328 587 454 180 352																														
572 227 316 299 84^192																														
100^ 68^ 33^ 20^																														
HAPPY DAYS																														
TUE. 8.00P 30 ABC CS 5 199 206 99 99																														
A 20.6 33 1572																														
B 21.4 36 1633																														
2073 738 312																														
1977 693 289																														
834 375 554 458 93 226																														
785 362 526 419 87 208																														
547 253 359 286 58^149																														
543 280 377 285 71 132																														
230 135 462 288																														
228 123 421 274																														
HART TO HART																														
SAT. 10.00P 60 ABC PD 4 195 194 99 98																														
A 18.1 34 1381																														
B 17.6 34 1343																														
A 18.4 34 1404																														
A 17.8 35 1358																														
1881 833 288																														
1828 782 307																														
1912 848 277																														
1837 815 297																														
912 353 581 478 107 271																														
870 347 553 457 117 267																														
932 356 585 487 104 282																														
889 353 577 468 108 255																														
661 258 439 367 90 166																														
641 270 415 369 93 170																														
663 256 434 371 92 168																														
654 261 444 360 88^160																														
134 93 174 150																														
140 96 177 146																														
130 90 187 160																														
135 92 159 137																														
HAWAII FIVE-O																														
1 THU. 9.00P 120 CBS OP 2 190 181 98 99																														
A 17.1 27 1305																														
B 17.1 27 1305																														
1739 750 285																														
1739 750 285																														
837 207 362 381 165 369																														
837 207 362 381 165 369																														
710 204 341 311 162 275																														
710 204 341 311 162 275																														
97 30^ 95 55^																														
97 30 95 55																														
9.00 - 9.30																														
A 15.4 24 1175																														
1757 769 305																														
850 211 364 390 155 381																														
664 203 309 279 142 269																														
112 41^ 131 79^																														
9.30 - 10.00																														
A 15.9 24 1213																														
1807 775 309																														
864 208 379 387 168 383																														
717 206 329 309 159 289																														
89^ 33^ 137 90^																														
10.00 - 10.30																														
A 19.9 33 1518																														
1705 709 252																														
805 200 353 368 161 345																														
749 194 382 355 179 266																														
111^ 26^ 40^ 20^																														
10.30 - 11.00																														
A 20.2 37 1541																														
1637 706 247																														
794 203 333 368 177 344																														
730 207 368 328 176 270																														
86^ 15^ 27^ LT																														



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME											J/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)															
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11															
EVENING CONT'D																																										
HELLO LARRY																		1900	778	186	876	213	382	434	127	368	549	169	306	295	106	186	177	78	298	218						
2 FRI. 8.30P 30 NBC CS																		96	B	17.6	29	1343	1900	778	186	876	213	382	434	127	368	549	169	306	295	106	186	177	78	298	218	
INCREDIBLE HULK																		2122	797	207	866	265	505	462	142	302	635	230	402	374	83	176	125	58	496	316						
1 FRI. 8.00P 60 CBS SF																		99	B	15.5	27	1183	2113	803	281	871	353	558	461	114	245	642	262	420	393	76	163	140	55	460	287	
8.00 - 8.30																			A	15.5	27	1183	2077	781	194	866	249	488	436	137	324	596	218	362	355	81	176	123	57	492	326	
8.30 - 9.00																			A	17.7	30	1351	2152	808	218	861	275	516	482	147	285	667	239	435	385	86	178	127	61	497	307	
JEFFERSONS																		1779	767	218	850	256	409	371	139	379	614	183	311	302	133	244	177	125	138	108						
1 SUN. 9.37P 30 CBS CS																		99	B	23.2	35	1770	1775	781	257	871	264	424	384	142	374	639	200	319	281	145	268	145	100	120	92	
LAST RESORT(B)																		1733	717	280	771	211	478	407	114	263	530	149	307	275	95	173	264	172	168	102						
1 MON. 9.55P 30 CBS CS																		98	A	16.2	24	1236																				
LAST RESORT																		1750	691	269	765	261	462	428	56	249	476	144	308	307	47	136	182	65	327	152						
1 WED. 8.00P 30 CBS CS																		96	B	11.1	19	847	1702	688	237	760	248	417	367	118	291	571	207	342	302	68	183	126	57	245	136	
LAVERNE AND SHIRLEY																		1895	622	267	746	280	468	383	102	227	550	211	338	334	39	155	247	177	352	240						
1 THU. 8.00P 30 ABC CS																		99	B	20.3	35	1549	1921	661	267	762	305	484	396	109	228	517	229	342	293	68	141	249	164	393	265	
LAZARUS SYNDROME																		1550	669	230	744	333	533	480	55	148	594	247	391	364	70	146	155	97	57	49						
TUE. 10.00P 60 ABC GD																		99	B	14.1	24	1076	1607	750	250	814	337	540	493	82	188	584	250	386	337	85	161	147	94	62	49	
10.00 - 10.30																			A	12.5	20	954	1580	661	234	741	339	529	466	57	147	619	267	412	383	63	143	157	91	63	55	
10.30 - 11.00																			A	11.8	20	900	1491	663	223	734	321	524	488	51	146	559	222	365	338	78	146	149	100	49	41	
LIFEGUARD(S)																		1836	606	318	729	301	463	432	143	178	674	213	424	378	114	193	226	151	207	170						
180																		A	9.2	17	702																					
2 SAT. 8.00P 120 CBS FF																		98	A	8.7	17	664	1809	612	273	725	244	396	402	193	256	740	235	425	354	163	270	182	118	162	124	
8.00 - 8.30																			A	9.4	18	717	1905	602	313	784	312	472	400	158	230	669	189	396	379	122	210	209	140	243	188	
8.30 - 9.00																			A	9.1	17	694	1883	622	367	723	333	495	456	126	135	685	213	465	432	86	161	234	166	241	203	
9.00 - 9.30																			A	9.5	17	725	1745	589	322	684	314	481	466	98	98	611	229	417	347	87	138	271	172	179	162	
9.30 - 10.00																																										
LITTLE HOUSE-PRAIRIE																		1947	787	273	907	333	488	408	148	351	516	198	269	239	90	197	147	106	377	251						
MON. 8.00P 60 NBC GD																		97	B	24.1	38	1839	1936	803	271	916	341	513	442	137	337	490	186	267	225	73	180	153	105	377	255	
8.00 - 8.30																			A	22.1	36	1686	1912	781	273	898	327	478	402	147	355	503	188	249	224	89	202	148	104	363	239	
8.30 - 9.00																			A	24.8	38	1892	1964	789	270	909	335	494	416	145	344	525	202	283	251	88	193	146	109	384	261	
LOU GRANT																		1513	694	232	755	203	460	402	125	267	486	121	268	253	102	174	226	152	46	16						
1 MON. 10.25P 60 CBS GD																		99	B	15.9	26	1213	1683	742	284	827	303	534	469	86	228	620	261	377	293	105	194	166	86	70	47	
10.30 - 11.00																			A	13.3	21	1015	1541	707	251	767	228	491	426	137	249	461	130	248	231	99	173	258	181	55	20	
11.00 - 11.30																			A	12.3	22	938	1432	661	205	726	165	415	369	113	283	511	108	292	278	106	170	175	105	20	LT	
LOVE BOAT																		1921	801	235	876	298	457	402	132	357	570	199	351	298	81	190	166	110	309	247						
SAT. 9.00P 60 ABC CS																		99	B	22.1	40	1686	1917	776	302	880	338	514	433	128	312	562	209	353	313	80	174	186	119	289	228	
9.00 - 9.30																			A	20.5	37	1564	1929	798	229	874	294	454	393	134	361	565	191	347	299	79	189	172	114	318	256	
9.30 - 10.00																			A	22.1	39	1686	1907	803	240	876	300	462	410	131	351	570	204	353	295	80	189	160	105	301	238	
MAN CALLED SLOANE																		2092	654	253	713	278	473	408	94	173	793	312	567	484	69	184	273	82	313	248						
SAT. 10.00P 60 NBC SM																		99	B	17.7	34	1351	2013	667	261	735	322	519	427	80	163	765	298	539	483	66	167	236	79	277	225	
10.00 - 10.30																			A	17.2	32	1312	2103	642	249	686	259	455	397	99	173	788	321	565	479	70	183	276	78	353	275	
10.30 - 11.00																			A	17.3	34	1320	2082	668	261	741	293	491	416	90	177	796	304	569	491	63	182	269	86	276	222	
M*A*S*H																		1889	720	276	814	321	516	434	106	238	620	240	406	359	93	165	233	127	222	164						
1 MON. 9.25P 30 CBS CS																		99	B	23.9	36	1824	1911	707	279	787	304	493	440	93	225	640	273	424	348	92	174	240	121	244	185	
2 MON. 9.00P 30																																										

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																													
MORK & MINDY																													
SUN. 8.00P 30 ABC CS 5 202 197																													
A 21.3 34 1625 2294 685 348 771 411 608 463 69^126 709 383 551 433 65^101 344 140 470 293																													
B 22.1 35 1686 2224 678 363 765 431 627 480 56 96 707 411 560 443 44 82 303 154 449 318																													
NAT'L LEAGUE CHAMP. PRE 1(S) 214																													
1 TUE. 8.00P 18 NBC SC 99																													
A 16.0 27 1221 1509 496 154^ 526 93^ 191^175^ 148^300 708 165^ 255 311 148^362 173^105^ 102^ 72^																													
NAT'L LEAGUE CHAMP. GM 1(S) 214																													
1 TUE. 8.18P 214 NBC SE 99																													
A 21.0 34 1602 1624 501 207 524 169 271 225 114^216 876 307 462 427 145^332 163 43^ 61^ 45^																													
8.30 - 9.00																													
A 19.6 31 1495 1577 425 131^ 438 123^ 194 162 119^216 825 223 379 410 156^348 163 81^ 151^ 119^																													
9.00 - 9.30																													
A 21.5 32 1640 1680 485 221 496 143^ 239 201 118^214 891 288 466 443 140^340 188 61^ 105^ 82^																													
9.30 - 10.00																													
A 21.4 32 1633 1598 491 203 502 138^ 245 198 118^225 866 277 452 411 147 345 168 48^ 62^ 41^																													
10.00 - 10.30																													
A 21.9 34 1671 1628 521 190 532 176 290 223 110^219 899 329 484 424 146 343 147 33^ 50^ 32^																													
10.30 - 11.00																													
A 21.6 34 1648 1607 500 210 537 183 278 212 116^225 884 329 471 432 142^333 153 26^ 33^ 22^																													
11.00 - 11.30																													
A 22.2 40 1694 1662 550 263 588 221 334 286 103^204 909 383 536 451 129^290 165 14^ LT LT																													
11.30 - 12.00																													
A 20.3 46 1549 1634 566 269 596 230 354 336 115^185 885 369 505 448 158 300 153^ 9^ LT LT																													
NBC NEWS SPECIAL REPORT(S) 192																													
2 THU. 10.00P 60 NBC DN 97																													
A 6.8 11 519 1464 713 314^ 744 146^ 340^377^ 98^330^ 581 312^ 402^285^ 69^129^ 75^ 59^ 64^ 46^																													
10.00 - 10.30																													
A 8.3 13 633 1490 725 323^ 748 169^ 371^407 73^308^ 594 309^ 411 317^ 57^124^ 71^ 51^ 77^ 56^																													
10.30 - 11.00																													
A 5.4 9 412 1376 681 289^ 713 106^ 281^324^ 133^351^ 547^309^ 380^226^ 88^134^ 77^ 68^ 39^ 30^																													
NBC NEWS UPDATE-M-F 10 191 184																													
1 M & TH 8.58P 1 NBC N 96 95																													
A 17.4 28 1328 1873 652 226 723 253 409 360 106 256 655 253 391 349 99 209 186 92 309 213																													
1 TUE. 8.16P 1																													
B 17.4 28 1328 1873 652 226 723 253 409 360 106 256 655 253 391 349 99 209 186 92 309 213																													
1 W & F 8.15P 1																													
2 M-F 8.58P 1																													
NBC NEWS UPDATE-SAT. 2 197 196																													
SAT. 8.58P 1 NBC N 96 96																													
A 21.2 39 1618 2101 719 312 798 273 489 435 96 235 733 267 460 379 88 224 194 89 376 273																													
B 21.2 39 1618 2101 719 312 798 273 489 435 96 235 733 267 460 379 88 224 194 89 376 273																													
NBC NEWS UPDATE-SUN. 1 191																													
1 SUN. 9.04P 1 NBC N 96																													
A 18.5 28 1412 2133 718 311 842 283 499 542 133^224 924 322 585 525 119^239 165^ 20^ 202 140^																													
B 18.5 28 1412 2133 718 311 842 283 499 542 133 224 924 322 585 525 119 239 165 20 202 140																													
NBC NIGHTLY NEWS-SAT. 2 147 142																													
SAT. 6.30P 30 NBC N 79 79																													
A 8.6 19 656 1488 690 155^ 783 198 317 234 226 437 585 171^ 273 199 116^286 52^ 21^ 68^ 11^																													
B 8.6 19 656 1488 690 155 783 198 317 234 226 437 585 171 273 199 116 286 52 21 68 11																													
NBC NIGHTLY NEWS-SUN. 1 119																													
2 SUN. 6.30P 30 NBC N 68																													
A 5.5 10 420 1879 832 343^ 913 287^ 383^368^ 186^429^ 631 88^ 278^338^ 102^293^ 42^ 29^ 293^ 180^																													
B 5.5 10 420 1879 832 343 913 287 383 368 186 429 631 88 278 338 102 293 42 29 293 180																													
NBC NIGHTLY NEWS 10 191 207																													
1 MTUW 6.30P 30 NBC N 94 99																													
A 11.6 23 885 1715 728 208 824 234 362 321 175 395 633 172 273 243 114 316 99 43^ 159 84																													
B 11.6 23 885 1715 728 208 824 234 362 321 175 395 633 172 273 243 114 316 99 43 159 84																													
1 WED. 6.43P 17																													
1 FRI. 7.00P 30																													
2 M-F 6.30P 30																													
NBC THEATER-MON.(S) 201																													
2 MON. 9.00P 120 NBC GD 99																													
A 22.0 33 1679 1661 717 246 759 299 463 435 108^216 668 304 425 362 85^193 135^ 72^ 99^ 79^																													
9.00 - 9.30																													
A 18.7 28 1427 1664 732 240 799 293 446 416 111^254 628 270 385 346 79^192 113^ 50^ 124^ 84^																													
9.30 - 10.00																													
A 23.1 35 1763 1649 694 241 734 277 434 429 104^206 651 282 400 356 87^188 149 83^ 115^ 89^																													
10.00 - 10.30																													
A 22.9 35 1747 1665 714 247 754 311 480 436 112^208 689 320 444 371 92^200 139 82^ 83^ 74^																													
10.30 - 11.00																													
A 23.3 37 1778 1661 725 251 750 319 490 452 103^197 695 338 466 372 83^191 137 69^ 79^ 71^																													
NBC THEATER-SUN.(S) 207																													
2 SUN. 8.00P 115 NBC GD 99																													
A 23.9 36 1824 2258 910 324 1050 454 675 553 161 303 520 199 317 294 79^165 219 161 469 361																													
8.00 - 8.30																													
A 19.8 30 1511 2345 923 312 1081 490 696 565 155^308 495 183 302 300 58^150^ 221 151^ 548 417																													
CONT'D																													



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	WOMEN 18-25			55-64	55+	TOTAL	18-34	MEN 18-25			55-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																				
NBC THEATER-SUN.(S CONT'D																																				
8.30 9.00														A	23.5	35	1793	2291	929	339	1083	472	689	568	167	309	497	197	302	284	68	153	205	152	506	382
9.00 - 9.30														A	26.1	38	1991	2232	897	324	1018	436	661	547	163	297	540	203	319	288	93	185	226	172	448	341
9.30 10.00														A	26.6	40	2030	2187	887	316	1017	426	665	540	153	289	551	219	344	300	89	170	232	169	387	314
NBC TUE. NIGHT MOVIE 3 203														A	17.7	30	1351	1928	651	338	754	403	588	441	66	112	744	399	619	482	64	106	274	116	156	125
2 TUE. 9.00P 139 NBC FF 99														B	19.1	32	1457	1815	699	319	804	374	597	477	84	151	710	332	545	449	76	123	189	77	112	76
9.00 9.30														A	17.7	28	1351	1947	643	323	732	419	565	432	47	95	699	353	571	463	63	119	269	117	247	177
9.30 10.00														A	17.6	28	1343	1928	632	314	728	408	574	430	64	104	746	396	619	482	71	117	294	130	160	123
10.00 10.30														A	18.4	31	1404	1964	653	363	770	411	603	461	67	112	762	422	640	495	69	104	297	130	135	115
10.30 11.00														A	17.5	31	1335	1957	664	347	791	417	617	441	72	119	773	422	645	492	60	92	265	102	138	119
NBC WED. NIGHT MOVIES 3 194														A	17.8	28	1358	1603	771	311	901	415	616	474	122	223	516	276	407	340	53	77	95	58	91	73
2 WED. 9.00P 120 NBC FF 98														B	18.0	29	1373	1610	822	342	917	357	605	513	139	251	547	222	375	354	76	129	87	49	59	49
9.00 - 9.30														A	16.4	25	1251	1581	723	286	840	356	565	455	108	209	508	261	397	342	60	76	109	68	124	99
9.30 10.00														A	17.0	26	1297	1715	784	326	927	457	646	471	107	211	549	314	437	363	60	74	99	73	140	109
10.00 - 10.30														A	17.4	27	1328	1604	764	299	891	423	617	463	122	223	537	292	425	354	43	77	93	49	83	65
10.30 - 11.00														A	20.3	34	1549	1523	804	329	936	422	629	503	147	246	483	247	383	311	46	79	77	48	27	27
NEW KIND OF FAMILY 4 182														A	9.7	17	740	2070	688	309	799	267	465	386	165	300	602	223	378	333	62	180	268	212	401	277
1 SUN. 7.30P 30 ABC CS 96														B	10.2	18	778	1974	641	297	750	346	533	421	85	185	571	267	409	361	47	107	265	168	388	280
NEWSBREAK-M F 20 165 163														A	14.8	23	1129	1890	716	269	822	286	463	399	130	300	562	199	322	293	87	182	214	108	292	194
1 MTUWF 8.58P 1 CBS N 91 93														B	14.4	23	1099	1909	740	279	834	292	476	407	124	299	592	208	338	311	86	199	188	90	295	202
1 THU. 8.57P 2																																				
2 MTJTHF 8.58P 1																																				
2 WED. 8.48P 1																																				
NEWSBREAK-SAT. 4 160 165														A	8.8	16	671	1981	541	320	792	329	487	359	160	239	639	180	394	386	141	178	241	177	309	223
1 SAT. 8.58P 1 CBS N 92 93														B	8.8	16	671	1882	584	309	775	308	450	350	157	260	578	169	344	347	126	173	221	140	308	207
2 SAT. 8.56P 3																																				
NEWSBREAK-SUN. 4 168 173														A	22.4	34	1709	1934	791	272	880	292	473	423	130	349	668	213	380	356	104	228	234	146	152	108
1 SUN. 9.06P 1 CBS N 94 96														B	20.8	32	1587	1827	765	272	864	256	431	391	130	367	643	186	338	316	115	252	176	110	144	100
2 SUN. 9.16P 1																																				
NFL MONDAY NIGHT FOOTBALL 5 199 200														A	17.2	30	1312	1626	476	190	506	184	320	284	69	147	925	363	600	514	165	273	117	25	78	63
1 MON. 9.26P 184 ABC SE 99 99														B	18.3	31	1396	1649	454	185	488	179	303	279	69	145	940	363	609	540	160	268	137	24	84	64
2 MON. 9.00P 166																																				
9.00 - 9.30														A	17.5	27	1335	1816	516	273	547	180	344	291	89	172	973	370	643	590	167	263	171	60	125	107
9.30 - 10.00														A	17.7	27	1351	1705	466	208	493	177	307	269	77	154	943	343	587	512	181	303	143	33	126	98
10.00 - 10.30														A	18.3	28	1396	1674	464	190	499	174	318	275	73	147	966	342	599	516	180	311	109	17	100	77
10.30 - 11.00														A	17.7	28	1351	1582	470	189	508	196	335	293	60	136	916	335	573	500	174	288	89	10	69	50
11.00 - 11.30														A	16.9	31	1289	1565	484	162	519	211	343	292	64	140	924	396	622	515	139	246	90	21	32	28
11.30 - 12.00														A	16.6	36	1267	1431	457	148	457	163	301	287	57	106	823	366	578	472	138	215	100	9	51	51
12.00 - 12.30														A	15.5	41	1183	1412	487	176	487	160	273	281	52	151	778	342	550	489	132	192	147	25	LT	LT
ONE DAY AT A TIME 3 189 195														A	23.0	35	1755	1923	781	263	862	260	431	395	111	363	668	218	360	337	117	250	213	125	180	124
1 SUN. 8.37P 30 CBS CS 97 99														B	22.2	34	1694	1860	752	258	841	247	415	372	125	365	655	203	352	324	121	251	188	114	176	120
2 SUN. 8.48P 30																																				
OPERATING ROOM(S) 189														A	13.4	23	1022	1676	709	246	809	382	600	479	72	164	595	215	386	357	84	181	175	76	97	58
1 THU. 10.00P 54 NBC GD 92														A	13.7	23	1045	1697	713	241	803	370	597	490	73	165	599	219	394	372	76	173	187	77	108	72
10.00 - 10.30														A	13.0	23	992	1653	709	253	821	400	606	469	72	164	588	206	373	339	93	190	160	77	84	39
10.30 - 11.00																																				



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME														AUDIENCE COMPOSITION																		
WK		START	DUR	NET	T/C	SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
#	DAY	TIME			TYPE		WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																
OUT OF THE BLUE																																
1	SUN.	7.00P	30	ABC	CS		5	185	169	A	11.0	20	839	1983	665	222	772	290	460	355	115	276	638	236	386	303	79	216	250	133	323	198
2	SUN.	7.34P	26					98	90	B	9.7	18	740	1953	658	264	752	321	495	393	88	220	617	281	420	330	68	158	231	125	353	244
PARIS																																
	SAT.	10.00P	60	CBS	OP		3	193	193	A	10.2	19	778	1702	691	282	763	223	414	439	114	255	622	177	377	322	125	199	180	126	137	115
	10.00 - 10.30							99	99	B	10.5	20	801	1679	715	293	780	198	402	435	99	280	622	199	367	331	102	194	131	95	146	119
	10.30 - 11.00									A	9.9	18	755	1751	675	269	751	220	401	426	124	259	641	192	385	329	131	207	190	134	169	136
										A	10.4	20	794	1659	705	296	780	226	428	456	105	256	605	166	371	315	121	192	168	120	106	92
PRIME TIME SUNDAY																																
	SUN.	10.00P	60	NBC	DN		3	201	198	A	12.4	21	946	1710	753	199	899	285	510	477	176	314	643	215	392	398	111	197	107	57	61	30
	10.00 - 10.30							98	97	B	12.5	21	954	1724	762	248	875	261	488	459	177	314	687	246	424	433	109	191	100	50	62	32
	10.30 - 11.00									A	13.3	22	1015	1760	753	212	907	294	518	482	175	314	664	217	401	411	115	205	116	60	73	38
										A	11.4	20	870	1663	757	183	893	276	501	477	182	316	621	217	381	386	103	185	100	55	49	19
QUINCY, M.E.																																
	THU.	9.00P	60	NBC	OP		2	201	195	A	19.0	29	1450	1780	728	284	828	378	600	520	74	181	587	263	432	377	51	117	164	82	201	151
	9.00 - 9.30							97	97	B	19.0	29	1450	1780	728	284	828	378	600	520	74	181	587	263	432	377	51	117	164	82	201	151
	9.30 - 10.00									A	18.3	28	1396	1804	719	282	817	379	602	520	68	171	580	250	432	390	47	108	178	89	229	171
										A	19.7	30	1503	1750	733	283	833	375	597	518	81	189	586	270	429	364	56	122	156	77	175	133
REAL PEOPLE																																
	2 WED.	8.00P	60	NBC	U		4	194	98	A	19.7	30	1503	1899	661	290	788	286	440	372	120	270	604	314	428	347	76	131	213	94	294	203
	8.00 - 8.30									B	18.8	31	1434	1936	723	297	807	288	484	436	112	251	672	281	444	397	97	170	192	76	265	195
	8.30 - 9.00									A	20.0	31	1526	1906	671	299	806	292	431	362	137	289	607	296	414	341	84	147	208	88	285	196
										A	19.4	29	1480	1884	651	280	769	281	451	379	105	250	597	328	439	354	66	113	217	98	301	209
ROCKFORD FILES																																
	2 FRI.	9.00P	120	NBC	PD			98		A	18.5	30	1412	1695	770	299	865	294	470	454	134	307	597	215	361	368	98	173	110	51	123	69
	9.00 - 9.30									B	18.7	31	1427	1735	789	301	885	292	474	467	145	324	574	206	340	335	88	177	124	54	152	91
	9.30 - 10.00									A	16.7	27	1274	1768	792	331	919	300	463	468	152	350	536	196	322	329	80	154	121	59	192	99
	10.00 - 10.30									A	18.9	30	1442	1695	783	301	887	289	451	452	151	341	571	216	339	355	98	167	115	56	122	57
	10.30 - 11.00									A	19.7	33	1503	1663	742	278	827	293	478	447	120	273	632	220	378	393	106	186	98	45	106	61
										A	18.6	31	1419	1672	770	291	841	294	498	459	116	268	650	239	414	400	104	179	103	44	78	66
ROPER'S																																
	SAT.	8.00P	30	ABC	CS		5	196	192	A	15.3	29	1167	2007	727	144	819	237	353	317	131	396	646	179	367	361	131	229	181	121	361	278
								98	97	B	14.6	29	1114	1967	747	190	842	268	399	324	142	376	641	202	368	348	128	228	154	87	330	239
17TH ANNIVERSARY-J CARSON(S)																																
	1 MON.	9.22P	120	NBC	GV		207			A	27.7	43	2114	1798	774	295	876	372	552	495	146	241	685	335	486	419	79	151	158	56	79	50
	9.30 - 10.00									A	25.2	37	1923	1873	793	318	897	386	555	473	150	264	701	354	487	400	92	171	167	62	108	73
	10.00 - 10.30									A	28.9	44	2205	1816	782	289	881	380	559	506	151	231	668	339	487	422	71	134	182	64	85	59
	10.30 - 11.00									A	29.5	47	2251	1788	767	285	869	374	561	513	143	222	696	340	497	438	79	149	163	56	60	37
	11.00 - 11.30									A	28.9	51	2205	1686	745	282	849	344	529	492	135	234	676	303	475	415	69	148	121	43	40	25
SHERIFF LOBO																																
	2 TUE.	8.00P	60	NBC	A		3	197	97	A	20.3	32	1549	2029	689	257	794	331	495	424	87	205	679	245	403	391	86	207	124	55	432	290
	8.00 - 8.30									B	19.1	31	1457	2034	710	243	804	301	476	427	100	234	710	244	411	384	110	226	142	51	378	252
	8.30 - 9.00									A	19.1	31	1457	2000	681	256	792	322	482	422	82	204	676	240	394	392	94	214	108	46	424	276
										A	21.5	34	1640	2049	698	256	795	342	506	428	88	203	680	248	410	389	84	205	136	60	438	303
60 MINUTES																																
	1 SUN.	7.07P	60	CBS	DN		5	203	202	A	24.1	41	1839	1783	733	258	815	224	394	391	125	346	775	219	401	414	142	292	106	56	87	58
	2 SUN.	7.18P	60					99	99	B	24.9	44	1900	1777	741	284	803	208	376	384	130	343	780	235	407	402	137	300	116	47	78	55
	7.00 - 7.30									A	24.1	45	1839	1828	750	254	806	227	393	393	126	338	797	221	409	413	166	305	136	57	89	65
	7.30 - 8.00									A	25.3	43	1930	1785	743	261	826	235	403	398	127	344	776	221	403	417	145	289	101	56	82	55
SOAP																																
	1 THU.	9.30P	30	ABC	CS		4	192	98	A	22.0	35	1679	1763	661	272	734	351	506	432	100	173	697	348	501	429	70	148	190	115	142	102
										B	21.6	34	1648	1770	700	306	768	375	547	464	83	165	618	311	439	379	69	140	222	123	162	113
KEY: A = CURRENT REPORT B = SEASON AVERAGE																																

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN	
TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+																										
EVENING CONT'D																																					
STRUCK BY LIGHTNING										3	182	A	12.3	19	938	1858	692	270	766	244	463	459	63	249	641	247	420	411	54	184	199	82	252	148			
1 WED.										8.30P	30	CBS	CS	98	B	10.8	17	824	1782	676	220	749	253	442	383	99	269	651	253	387	351	76	219	151	59	231	158
TAXI										5	199	200	A	18.7	29	1427	1799	682	298	805	362	551	433	83	197	635	288	415	342	78	157	214	117	145	113		
TUE.										9.30P	30	ABC	CS	99	B	21.0	33	1602	1792	724	298	823	355	538	441	95	217	598	263	376	309	95	175	201	113	170	123
36-BEAUTIFUL GIRLS-TEXAS(S)										184	A	15.2	24	1160	1941	600	229	645	181	361	334	130	227	763	309	493	485	130	202	180	72	353	240				
2 MON.										8.00 - 8.30	60	ABC	GV	97	A	15.3	25	1167	1919	600	235	656	186	366	333	129	229	762	332	503	489	125	194	164	72	337	228
8.30 - 9.00											A	15.1	24	1152	1958	595	219	628	174	352	331	133	225	765	286	483	480	135	211	197	73	368	252				
THREE'S COMPANY										5	200	202	A	23.3	35	1778	1958	692	260	820	352	534	423	100	245	621	253	376	331	84	180	230	136	287	213		
TUE.										9.00P	30	ABC	CS	99	B	24.8	38	1892	1918	731	283	831	353	530	424	102	244	589	253	365	299	98	180	228	123	270	199
TRAPPER JOHN, M.D.										3	192	A	23.0	41	1755	1785	802	275	873	275	482	476	123	325	651	232	367	336	105	223	156	95	105	69			
1 SUN.										10.07P	60	CBS	GD	98	B	21.8	37	1663	1791	795	307	892	297	493	449	122	326	665	240	366	327	135	237	154	81	80	53
10.00 - 10.30											A	23.6	39	1801	1812	798	288	868	282	475	457	125	330	663	233	378	346	120	227	162	104	119	77				
10.30 - 11.00											A	22.7	41	1732	1782	805	276	875	267	477	487	121	326	647	233	365	335	99	219	161	97	99	64				
20/20										4	190	A	15.9	28	1213	1623	681	250	747	341	528	482	107	172	721	326	521	461	55	148	117	67	38	29			
1 THU.										10.00P	60	ABC	DN	98	B	19.0	33	1450	1692	745	282	801	362	564	503	101	181	667	291	460	414	75	158	147	78	77	54
10.00 - 10.30											A	17.4	29	1328	1633	674	252	743	337	520	460	102	178	711	325	510	441	52	152	131	72	48	40				
10.30 - 11.00											A	14.4	26	1099	1598	689	244	746	343	533	508	113	163	727	323	530	483	59	142	100	60	25	15				
240-ROBERT										4	182	A	14.5	23	1106	2215	688	210	789	330	519	429	98	204	808	325	458	419	78	270	204	82	414	301			
1 MON.										8.00P	60	ABC	OP	96	B	15.2	25	1160	2030	699	269	779	284	493	461	98	215	690	258	420	383	100	207	218	92	343	243
8.00 - 8.30											A	13.9	22	1061	2217	703	213	805	315	510	428	107	222	816	326	461	425	73	269	189	89	407	292				
8.30 - 9.00											A	15.2	23	1160	2183	667	202	762	334	515	426	87	188	791	319	448	408	77	267	214	77	416	305				
VEGA\$										3	196	A	20.4	33	1557	1665	739	322	846	411	602	495	106	195	570	253	378	335	72	117	140	69	109	84			
1 WED.										10.00P	60	ABC	PD	99	B	21.5	36	1640	1687	718	307	811	354	540	456	99	207	636	289	415	326	84	165	151	70	89	57
10.00 - 10.30											A	21.4	34	1633	1697	736	328	853	415	610	488	109	192	560	250	375	331	68	112	152	79	132	100				
10.30 - 11.00											A	19.4	33	1480	1624	741	316	838	409	596	503	104	197	578	255	382	336	78	120	124	56	84	66				
WAT TONS										4	195	184	A	17.3	27	1320	1813	809	220	912	249	367	344	163	455	522	169	230	206	106	236	131	69	248	143		
THU.										8.00P	60	CBS	GD	96	B	17.2	28	1312	1755	829	208	918	224	358	356	176	466	541	158	221	207	114	274	102	57	194	121
8.00 - 8.30											A	16.3	27	1244	1840	809	210	913	241	357	337	160	462	517	170	230	211	98	232	136	70	274	154				
8.30 - 9.00											A	18.2	28	1389	1789	810	230	911	254	372	353	164	447	528	168	229	201	110	241	125	70	225	132				
WHITE SHADOW										4	191	192	A	16.6	26	1267	1910	637	298	718	267	472	404	81	201	596	243	402	361	84	131	323	142	273	194		
MON.										8.00P	60	CBS	GD	97	B	15.7	25	1198	2016	654	299	736	269	472	426	78	207	651	272	449	373	86	155	301	123	328	249
8.00 - 8.30											A	15.7	25	1198	1904	639	295	721	259	470	404	87	207	594	240	398	353	85	133	304	136	285	198				
8.30 - 9.00											A	17.4	27	1328	1916	634	301	713	274	469	404	79	198	598	247	406	372	78	126	341	148	264	193				
WORKING STIFFS										3	179	A	8.6	16	656	1841	742	308	742	238	383	329	175	267	662	200	410	359	163	222	196	144	241	128			
1 SAT.										8.00P	30	CBS	CS	96	B	8.3	16	633	1720	689	302	758	234	357	349	150	330	587	212	360	310	112	198	128	92	247	151
WORLD SERIES PRE GAME #1(S)										217	A	21.9	37	1671	1818	645	118	678	73	318	321	119	289	793	207	398	364	147	320	135	42	212	145				
2 WED.										8.00P	15	ABC	SC	99																							
WORLD SERIES GAME #1(S)										217	A	28.2	46	2152	1772	625	218	656	186	340	339	97	250	920	321	530	452	161	321	108	36	88	67				
2 WED.										8.15P	225	ABC	SF	99																							
8.30 - 9.00											A	26.5	41	2022	1742	644	170	663	197	334	345	104	259	821	258	452	390	142	309	135	53	123	87				
9.00 - 9.30											A	29.5	45	2251	1808	643	221	660	202	351	349	92	246	872	282	485	436	155	322	161	62	115	83				
9.30 - 10.00											A	29.9	45	2281	1868	637	233	658	198	359	348	91	243	945	338	570	491	152	310	138	49	127	97				
CONT'D																																					

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11		
EVENING CONT'D																											
WORLD SERIES GAME -CONT'D																											
		10.00 - 10.30						A 30.4	46	2320	1821	631	244	659	187	366	352	85^233	981	358	592	503	162	318	92^ 30^	89^ 69^	
		10.30 - 11.00						A 30.8	50	2350	1813	638	254	683	183	371	359	90^246	975	344	558	487	174	332	83^ 17^	72^ 50^	
		11.00 - 11.30						A 27.2	50	2075	1715	590	220	639	162	312	311	104^260	968	375	583	460	175	320	72^ 13^	36^ 29^	
		11.30 - 12.00						A 25.7	57	1961	1647	596	204	635	171	299	316	110^255	918	318	514	437	174	331	70^ 19^	24^ 24^	
WORLD SERIES PRE GAME #2(S)																											
2 THU.		8.00P	14	ABC	SC	217	99	A 19.8	34	1511	1643	563	200	609	162	284	288	107^243	778	249	409	369	158^317	95^ 42^	161	119^	
WORLD SERIES GAME #2(S)																											
2 THU.		8.14P	204	ABC	SE	217	99	A 29.6	48	2258	1609	556	187	597	182	322	299	90^224	844	286	461	426	155	325	86^ 31^	82^ 62^	
		8.30 - 9.00						A 25.6	40	1953	1682	570	219	625	166	296	279	120^264	836	252	424	412	170	347	114^ 38^	107^ 90^	
		9.00 - 9.30						A 29.9	46	2281	1662	548	200	598	183	309	290	88^238	851	266	456	424	161	345	115 39^	98^ 76^	
		9.30 - 10.00						A 30.8	46	2350	1678	551	183	589	188	320	302	82^223	876	285	480	451	156	334	96^ 36^	117 87^	
		10.00 - 10.30						A 32.6	51	2487	1595	556	175	592	180	332	314	83^214	855	317	492	445	142	302	74^ 26^	74^ 44^	
		10.30 - 11.00						A 31.9	52	2434	1580	559	173	594	180	333	311	81^209	856	311	485	442	147	310	69^ 31^	61^ 39^	
		11.00 - 11.30						A 31.0	56	2365	1488	553	182	586	187	342	302	90^199	799	291	445	396	149	308	59^ 23^	44^ 40^	
WORLD SERIES PRE GAME #3(S)																											
2 FRI.		8.00P	15	ABC	SC	217	99	A 17.1	31	1305	1905	673	235	743	272	412	328	99^242	880	299	480	420	192	342	122^ 29^	160^ 108^	
WORLD SERIES GAME #3(S)																											
2 FRI.		8.15P	105	ABC	SE	217	99	A 22.5	39	1717	1830	618	190	684	208	384	363	99^234	918	331	539	465	153	329	135^ 43^	93^ 73^	
		& 10.30P	95																								
		8.30 - 9.00						A 23.2	40	1770	1855	637	183	684	183	339	330	115^269	911	306	499	464	162	345	136^ 36^	124^ 87^	
		9.00 - 9.30						A 25.6	42	1953	1845	633	185	684	175	338	320	114^285	908	301	491	422	153	367	150 54^	103^ 77^	
		9.30 - 10.00						A 22.6	36	1724	1876	618	174	666	173	342	321	113^266	931	327	533	454	152	347	137^ 47^	142 105^	
		10.30 - 11.00						A 17.0	28	1297	1779	525	150^	621	189	370	366	61^194	906	363	559	505	155^299	169^ 52^	83^ 65^		
		11.00 - 11.30						A 22.9	41	1747	1814	609	197	702	267	468	417	71^185	911	340	570	483	147	308	138 46^	63^ 58^	
		11.30 - 12.00						A 25.1	51	1915	1809	649	226	717	252	460	427	107^192	934	368	597	471	146	291	108^ 31^	50^ 50^	
YABBA DABBA DOO 2(S)																											
2 FRI.		8.00P	60	CBS	EA	176	99	A 13.7	23	1045	2112	524	140^	591	344	458	348	44^116^	545	275	406	330	55^114^	269 83^	707	392	
		8.00 - 8.30						A 13.0	22	992	2061	509	120^	579	326	429	334	49^127^	527	253	389	322	56^113^	273 62^	682	362	
		8.30 - 9.00						A 14.4	24	1099	2142	532	157^	598	360	482	360	38^103^	552	287	415	332	53^113^	264 99^	728	417	
*LATE FRINGE																											
ABC WEEKEND REPORT-SAT.																											
SAT.		11.00P	15	ABC	N	2	153	A 7.2	15	549	1594	621	198^	809	401	578	488	56^151^	652	191^	445	432	51^145^	76^ 47^	57^ 57^		
						90	90	B 7.2	15	549	1594	621	198	809	401	578	488	56 151	652	191	445	432	51 145	76 47	57 57		
ABC WEEKEND REPORT-SUN.																											
1 SUN.		11.00P	15	ABC	N	2	150	A 4.8	14	366	1828	711	308^	813	396	617	461	22^115^	812	388	654	416	103^158^	138^ 85^	65^ 49^		
2 SUN.		11.57P	15			90	90	B 4.8	14	366	1828	711	308	813	396	617	461	22 115	812	388	654	416	103 158	138 85	65 49		
BARETTA-WED.																											
1 WED.		1.07A	47	ABC	OP	1	179	A 3.4	32	259	290^	163^	LT	163^	39^	82^	62^	62^ 62^	127^	31^	127^	96^	LT	LT	LT	LT	
		1.00 - 1.30						B 3.4	32	259	290	163	LT	163	39	82	62	62 62	127	31	127	96	LT	LT	LT	LT	
		1.30 - 2.00						A 3.3	28	252	611^	337^	LT	337^	79^	167^	127^	131^131^	274^	68^	274^	206^	LT	LT	LT	LT	
								A 3.5	36	267	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
BARETTA-THU.																											
1 THU.		1.06A	45	ABC	OP	1	167	A 2.7	21	206	791^	451^	417^	451^	73^	204^	238^	213^213^	340^	112^	257^	257^	83^ 83^	LT	LT	LT	LT
		1.00 - 1.30						B 2.7	21	206	791	451	417	451	73	204	238	213 213	340	112	257	257	83 83	LT	LT	LT	LT
		1.30 - 2.00						A 2.5	18	191	832^	575^	507^	575^	68^	241^	309^	266^266^	257^	121^	257^	257^	LT	LT	LT	LT	
								A 2.8	25	214	799^	355^	355^	355^	84^	183^	183^	172^172^	444^	112^	271^	271^	173^173^	LT	LT	LT	LT



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																																																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)										CHILDREN (2-11)																																							
TOTAL										MEN										TOTAL FEM.										TOTAL 6-11																													
TOTAL										18-34										18-49										25-54										55-64										55+									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

AUDIENCE COMPOSITION

PROGRAM NAME										NO. OF STATIONS		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
LATE FRINGE CONT'D										A	3.1	29	237	1186	563	144	609	254	393	359	71	152	527	240	396	346	76	97	50	50	LT	LT	
LATE MOVIE 11-CONT'D										A	2.8	36	214	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
1.30 - 2.00										A	4.9	26	374	965	484	101	524	201	294	372	59	107	372	117	251	230	65	110	56	16	13	LT	
2.00 - 2.30										B	4.9	26	374	965	484	101	524	201	294	372	59	107	372	117	251	230	65	110	56	16	13	LT	
LOVE BOAT-11.30										A	4.8	20	366	1254	547	109	596	260	375	421	82	82	454	187	331	322	33	79	182	73	22	LT	
1 WED. 12.00M 67 ABC CS 97 94										A	5.0	27	382	982	553	95	584	222	325	429	58	110	357	134	252	214	63	105	23	LT	18	LT	
2 WED. 12.32A 66										A	5.0	32	382	767	400	147	429	152	214	314	42	115	309	34	173	173	97	136	29	LT	LT	LT	
12.00 - 12.30										A	3.3	24	252	1270	595	301	670	392	543	397	67	83	500	329	473	331	LT	27	100	40	LT	LT	
12.30 - 1.00										A	3.3	24	252	1270	595	301	670	392	543	397	67	83	500	329	473	331	LT	27	100	40	LT	LT	
1.00 - 1.30										A	4.8	24	366	1221	689	350	689	380	528	470	55	99	377	210	341	294	LT	36	155	49	LT	LT	
MIDNIGHT SPECIAL										A	4.0	25	305	1544	758	417	758	390	600	593	34	64	557	459	537	469	LT	20	229	72	LT	LT	
1 FRI. 1.42A 90 NBC PC 99 98										A	2.8	23	214	1243	617	374	664	375	547	351	84	84	533	364	495	266	LT	38	46	46	LT	LT	
2 FRI. 1.00A 90										A	2.4	24	183	1333	508	LT	923	618	814	399	109	109	410	164	410	410	LT	LT	LT	LT	LT	LT	
1.00 - 1.30										A	2.7	9	206	1184	311	189	452	234	315	208	83	137	461	252	282	261	88	117	271	LT	LT	LT	
1.30 - 2.00										A	3.8	9	290	1276	400	224	544	237	354	279	111	190	463	180	266	296	91	149	269	66	LT	LT	
2.00 - 2.30										A	2.5	6	191	1576	408	319	659	402	486	318	79	173	665	424	424	309	99	157	252	LT	LT	LT	
2.30 - 3.00										A	2.3	8	175	1263	183	189	383	257	291	125	29	92	606	389	389	366	40	40	274	LT	LT	LT	LT
NBA ON CBS(S)										A	2.4	12	183	716	208	LT	208	49	159	148	49	49	213	153	153	153	60	60	295	LT	LT	LT	LT
1.00 - 1.30										A	2.7	12	206	650	281	73	335	136	195	145	44	112	126	72	106	111	LT	LT	117	58	72	72	
NBC LATE NIGHT MOVIE										B	2.7	12	206	650	281	73	335	136	195	145	44	112	126	72	106	111	LT	LT	117	58	72	72	
1 SUN. 11.30P 113 NBC FF 59 60										A	2.9	9	221	1394	557	230	810	356	511	399	139	208	344	104	217	262	36	82	154	118	86	86	
2 SUN. 11.30P 91										A	2.9	13	221	1145	430	37	430	163	223	213	63	144	466	186	339	339	32	127	136	63	113	113	
11.30 - 12.00										A	2.7	16	206	515	244	69	258	83	117	126	39	117	136	112	136	136	LT	LT	87	LT	34	34	
12.00 - 12.30										A	2.1	15	160	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
12.30 - 1.00										A	5.9	22	450	1102	608	123	611	56	257	405	125	188	491	122	350	325	64	102	LT	LT	LT	LT	
1.00 - 1.30										A	6.4	22	488	1088	595	90	595	35	238	402	133	193	493	134	368	320	63	96	LT	LT	LT	LT	
NBC NEWS SPECIAL REPORT(S)										A	4.0	19	305	1003	547	112	547	LT	219	387	108	160	456	33	325	351	65	105	LT	LT	LT	LT	
1 MON. 11.52P 60 NBC N 99										A	4.7	24	359	1067	526	264	565	140	385	401	53	119	494	149	336	326	103	106	LT	LT	LT	LT	
12.00 - 12.30										B	4.7	24	359	1067	526	264	565	140	385	401	53	119	494	149	336	326	103	106	LT	LT	LT	LT	
12.30 - 1.00										A	4.3	19	328	1247	567	372	582	119	450	521	LT	46	616	199	482	308	134	134	49	49	LT	LT	
1.00 - 1.30										A	4.8	24	366	1049	506	262	580	161	408	374	71	132	469	152	313	333	93	93	LT	LT	LT	LT	
SATURDAY NIGHT										A	4.5	28	343	980	519	190	519	105	297	373	56	146	461	96	260	333	128	128	LT	LT	LT	LT	
1 SAT. 11.30P 80 NBC GV 99 99										A	14.9	44	1137	1716	549	278	652	367	526	386	40	81	711	445	626	427	31	59	287	109	66	61	
2 SAT. 11.30P 82										B	12.6	39	961	1787	591	294	676	352	526	388	55	109	735	434	624	440	46	84	284	102	92	80	
11.30 - 12.00										A	15.1	46	1152	1692	523	280	635	376	525	380	27	65	709	453	634	423	23	49	293	112	55	55	
12.00 - 12.30										A	13.0	45	992	1630	523	250	641	380	531	394	26	56	669	445	6.8	405	15	30	280	113	40	40	
12.30 - 1.00										A	2.9	20	221	1081	499	231	530	123	259	244	128	227	483	158	357	281	72	112	63	LT	LT	LT	
TOMORROW SHOW										A	2.9	20	221	1081	499	231	530	123	259	244	128	227	483	158	357	281	72	112	63	LT	LT	LT	
CONT'D										A	2.9	20	221	1081	499	231	530	123	259	244	128	227	483	158	357	281	72	112	63	LT	LT	LT	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST QTR. 1979

AUDIENCE COMPOSITION

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												
WK # DAY START TIME DUR NET TYPE										TEENS (12-17) CHILDREN (2-11)												
I/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE										WOMEN 18-34 18-49 25-54 55-64 55+												
HOUSEHOLD AUDIENCES										MEN 18-34 18-49 25-54 55-64 55+												
AVG. AUD. SHARE %										TOTAL FEM. TOTAL 6-11												
AVG. AUD. (0,000)																						
TOTAL PERSONS (2+)																						
LADY WORK-ING OF HOUSE WOM.																						
TOTAL																						

WEEKDAY DAYTIME CONT'D

AMER. LEAGUE CHAMP. GM 2(S) 216

1 THU. 3.00P 192 NBC SE 99

3.00 - 3.30

3.30 - 4.00

4.00 - 4.30

4.30 - 5.00

5.00 - 5.30

5.30 - 6.00

ANOTHER WORLD 7 198 203

1 MON. 2.30P 17 NBC DD 97 98

& 3.33P 27

1 TUE. 2.30P 90

2 M/THF 2.30P 90

2 TUE. 2.30P 60

2.30 - 3.00

3.00 - 3.30

3.30 - 4.00

AS THE WORLD TURNS 10 189 191

M-F 1.30P 60 CBS DD 99 99

1.30 - 2.00

2.00 - 2.30

BEA, THE CLOCK 9 145 150

1 MTUWF 10.00A 30 CBS QG 82 85

2 M-F 10.00A 30

CAPTAIN KANGAROO 10 179 180

M-F 8.00A 60 CBS C 97 98

8.00 - 8.30

8.30 - 9.00

CARD SHARKS 10 113 136

M-F 10.00A 30 NBC QG 77 82

CARD SHARKS SP(S) 165

1 FRI. 3.30P 20 NBC QG 91

CBS LATE MORNING NEWS 10 144 147

M-F 10.54A 6 CBS N 85 88

CBS NEWS SPEC.RPT-2.51PM(S) 192

1 MON. 2.51P 38 CBS N 99

3.00 3.30

CBS NEWS SPEC.RPT-12.00NN(S) 190

1 TUE. 12.00N 79 CBS N 99

12.00 - 12.30

12.30 - 1.00

CBS NEWS SPEC.RPT-11.00AM(S) 189

1 WED. 11.00A 45 CBS N 99

11.00 - 11.30

KEY: A-CURRENT REPORT B-SEASON AVERAGE

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION									
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
TEENS (12-17)										CHILDREN (2-11)									
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55-64																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME														AUDIENCE COMPOSITION															
T/C THIS SEASON														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
NO. OF STATIONS & PROGRAM COVERAGE														TEENS (12-17)														CHILDREN (2-11)	
HOUSEHOLD AUDIENCES														MEN															
K E Y														WOMEN															
AUG. SHARE %														18-34															
AUG. SHARE %														18-49															
AUG. SHARE %														25-54															
AUG. SHARE %														55-64															
AUG. SHARE %														55+															
TOTAL PERSONS (2+)														TOTAL															
LADY WORK-ING HOUSE WOM.														TOTAL															
AUG. SHARE %														TOTAL															
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17) CHILDREN (2-11)													
HOUSEHOLD AUDIENCES										MEN													
K E Y										WOMEN													
AVG. AUD. SHARE %										TOTAL 18-34 18-49 25-54 55-64 55+													
AVG. AUD. (0,000)										TOTAL 18-34 18-49 25-54 55-64 55+													
TOTAL PERSONS (2+)										TOTAL 18-34 18-49 25-54 55-64 55+													
LADY WORK-ING OF HOUSE WOM.										TOTAL 18-34 18-49 25-54 55-64 55+													
WK # DAY START TIME DUR NET TYPE										TOTAL 18-34 18-49 25-54 55-64 55+													
WK 1 WK 2										TOTAL 18-34 18-49 25-54 55-64 55+													
WEEKDAY DAYTIME CONT'D										99 86^ 48^ 17^													
ONE LIFE TO LIVE-CONT'D										98 81^ 59^ 20^													
2 M-F 2.00P 60										187 73^ 106 81^ 16^ 79^ 99 86^ 48^ 17^													
2.00 - 2.30										173 67^ 94 79^ 20^ 74^ 98 81^ 59^ 20^													
2.30 - 3.00										391 125^ 199 207 43^129^ 18^ 17 109^ 67^													
PASSWORD PLUS										391 125 199 207 43 129 18 17 109 67													
1 M-WTHF 12.30P 30 NBC QG 9 151 157										267^ 38^ 98^117^ 71^150^ 127^ 18^ 18^ 18^													
2 M-F 12.30P 30 78 81										421 49^ 84^106^ 120^287 79^ 49^ 109^ 41^													
PASSWORD PLUS SPECIAL(B)										421 49 84 106 120 287 79 49 109 41													
1 W-F 2.30P 30 NBC QG 128 73										369 61^ 81^ 77^ 90^257 65^ 43^ 106^ 43^													
PRICE IS RIGHT 1										369 61 81 77 90 257 65 43 106 43													
1 M-TUTHF 11.00A 30 CBS AP 9 189 192										308^ 56^ 194^194^ 47^114^ 20^ 20^ 229^ 119^													
2 M-F 11.00A 30 95 96										916 216^ 399^367^ 78^482^ 188 94^ 130 109^ 20^ 45^ 76^ 60^ 154 33^													
PRICE IS RIGHT 2										913 502 685 452 52^162													
1 M-TUTHF 11.30A 30 CBS AP 10 187 193										188 94 130 109 20 45 76 60 154 33													
1 WED. 11.45A 15 93 96										219 47^ 68^ 44^ 30^146 56^ 53^ 66^ 18^													
2 M-F 11.30A 30										219 47 68 44 30 146 56 53 66 18													
RAZZMATAZZ(S)										423 158^ 220 179^ 99^192^ 28^ 17 70^ 56^													
1 TUE. 4.00P 30 CBS DN 175 94										423 158 220 179 99 192 28 17 70 56													
9 183 183										332 72^ 143^120^ 76^170 22^ 17 78^ 61^													
RYAN'S HOPE										332 72 143 120 76 170 22 17 78 61													
1 M-TUTHF 12.30P 30 ABC DD 97 96										221 57^ 135^144^ 28^ 65^ 145^ 74^ 226 95^													
2 M-F 12.30P 30										221 57 135 144 28 65 145 74 226 95													
SEARCH FOR TOMORROW										743 151^ 279 322 147^381 239 48^ 99^ 94^ 48^120^ 24^ 20^ 139^ 91^													
1 M-TUTHF 12.30P 30 CBS DD 9 187 189										239 48 99 94 48 120 24 20 139 91													
2 M-F 12.30P 30 97 97										829 293 450 405 52^307 271 20^ 61^ 72^ 86^195^ 35^ 29^ 172^ 67^													
TODAY SHOW-7.30AM										829 293 450 405 52 307 271 20 61 72 86 195 35 29 172 67													
M-F 7.30A 30 NBC N 10 215 215										987 335 530 471 89 363 185 48^ 76^ 60^ 29^103 49^ 47^ 64^ 19^													
99 99										987 335 530 471 89 363 185 48 76 60 29 103 49 47 64 19													
TODAY SHOW-8.30AM																							
M-F 8.30A 30 NBC N 10 211 212																							
98 99																							
\$20,000 PYRAMID																							
1 M-TUTHF 12.00N 30 ABC QG 9 162 162																							
2 M-F 12.00N 30 85 87																							
WHEEL OF FORTUNE																							
1 M-TUTHF 11.30A 30 NBC QG 10 192 196																							
1 WED. 11.42A 18 97 98																							
2 M-F 11.30A 30																							
WHEW																							
1 M-TUTHF 10.30A 24 CBS QG 9 154 159																							
2 M-F 10.30A 24 87 91																							
YOUNG AND THE RESTLESS																							
1 M-TUTHF 1.00P 30 CBS DD 9 184 192																							
2 M-F 1.00P 30 96 98																							

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																							
PROGRAM NAME WK # DAY START TIME DUR NET TYPE WK 1 WK 2										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		K E																							

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)									
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
										18-49					18-49					TOTAL FEM.		TOTAL 6-11											
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	12-17	TOTAL	6-11				
WEEKEND DAYTIME CONT'D																																	
JONNY QUEST										A	5.1	20	389	1879	425	112	492	323	359	201	LT	94	301	203	271	105	LT	30	258	106	828	501	
SAT. 12.00N 30 NBC CA										B	4.9	19	374	1856	388	118	481	305	348	211	19	80	290	186	239	128	LT	36	260	91	825	495	
KIDS ARE PEOPLE TOO II										A	3.1	14	237	1536	291	139	370	189	222	208	58	121	304	195	249	168	26	55	165	30	697	460	
SUN. 10.30A 30 ABC CL										B	3.0	14	229	1537	279	118	350	210	227	201	31	109	306	219	263	175	LT	26	188	70	693	438	
KIDS ARE PEOPLE TOO III										A	3.6	16	275	1396	236	101	308	178	204	167	47	83	360	208	294	199	41	66	201	51	527	330	
SUN. 11.00A 30 ABC CL										B	3.5	16	267	1431	262	94	329	194	216	176	30	102	306	183	261	203	18	33	200	68	596	372	
MEET THE PRESS										A	3.3	15	252	1464	706	190	750	147	258	243	135	480	587	88	306	329	151	258	63	LT	64	64	64
SUN. 12.00N 30 NBC CC										B	3.1	14	237	1254	542	171	575	108	191	179	108	363	567	66	233	296	95	271	54	LT	58	58	
MIGHTY MOUSE-HECKL-JECKL1										A	4.1	28	313	1396	218	61	218	189	208	135	LT	LT	163	79	116	116	47	47	66	38	949	450	
SAT. 8.00A 30 CBS CA										B	4.2	29	320	1559	222	90	229	173	191	108	LT	31	136	36	73	86	31	47	155	46	1039	583	
MIGHTY MOUSE-HECKL-JECKL2										A	5.4	28	412	1641	383	281	395	285	344	152	46	46	223	105	152	159	54	54	144	68	879	467	
SAT. 8.30A 30 CBS CA										B	5.2	26	397	1632	315	189	331	201	253	113	23	73	194	72	122	147	30	41	174	77	933	515	
NCAA FOOTBALL PRE GAME										A	7.2	28	549	1375	231	51	264	114	202	161	26	62	801	368	532	444	168	216	115	42	195	126	
1 SAT. 1.30P 13 ABC SC										B	6.0	24	458	1460	357	116	429	177	285	165	53	127	726	264	409	349	186	265	138	31	167	108	
& 1.53P 5																																	
NCAA FOOTBALL GAME										A	11.7	34	893	1468	445	153	458	164	270	229	61	162	847	282	471	458	171	301	81	27	82	71	
1 SAT. 1.58P 91 ABC SE										B	9.7	31	740	1440	406	144	440	144	244	200	75	161	824	265	438	436	182	309	92	21	84	66	
& 3.33P 84																																	
2 SAT. 4.53P 119																																	
2.00 - 2.30										A	8.5	32	649	1419	327	56	345	199	241	143	52	104	825	332	497	439	153	267	91	57	158	114	
2.30 - 3.00										A	9.1	34	694	1380	338	85	355	178	244	175	57	111	854	289	423	400	165	349	64	42	107	107	
3.00 - 3.30										A	7.3	25	557	1364	343	148	357	176	233	121	73	124	863	275	380	368	184	382	45	25	99	99	
3.30 - 4.00										A	5.6	18	427	1452	438	178	457	221	318	170	71	139	934	365	506	451	157	314	21	21	40	40	
4.00 - 4.30										A	7.6	22	580	1371	417	173	417	207	278	149	73	139	873	322	477	447	144	278	39	39	42	42	
4.30 - 5.00										A	7.7	21	588	1420	450	186	450	178	290	178	82	160	836	340	454	440	148	263	55	33	79	79	
5.00 - 5.30										A	18.5	48	1412	1518	490	163	510	144	275	284	56	180	843	233	462	480	185	307	102	20	63	63	
5.30 - 6.00										A	17.2	44	1312	1532	530	183	541	172	303	306	51	190	830	268	462	461	189	302	97	8	64	50	
6.00 - 6.30										A	17.2	41	1312	1518	457	162	469	141	254	246	62	185	854	290	525	510	166	281	89	23	106	85	
6.30 - 7.00										A	16.8	39	1282	1471	462	167	473	133	275	259	63	170	826	283	506	489	170	265	95	23	77	66	
NCAA FOOTBALL POST GAME										A	9.8	24	748	1539	507	183	527	185	333	252	87	184	852	342	524	468	153	250	84	31	76	69	
1 SAT. 4.57P 10 ABC SC										B	8.8	25	671	1451	427	164	449	140	263	224	93	164	842	326	498	468	157	259	84	19	76	58	
2 SAT. 6.52P 8																																	
NEW DAFY DUCK SHOW										A	3.0	22	229	1747	293	105	293	201	227	183	LT	58	140	58	128	140	LT	LT	200	83	1114	559	
SAT. 8.00A 30 NBC CA										B	2.8	21	214	1760	235	120	299	225	239	188	LT	46	165	79	134	119	LT	23	175	55	1121	654	
NEW FAT ALBERT SHOW										A	6.0	24	458	1738	389	186	537	358	433	250	41	83	273	113	189	134	28	56	199	122	729	404	
SAT. 11.30A 30 CBS CA										B	6.5	26	496	1544	280	126	390	262	318	193	18	47	256	117	191	134	17	39	199	98	699	424	
NEW SHMOO										A	5.6	23	427	1698	379	50	411	348	364	190	LT	17	107	107	107	54	LT	LT	316	165	864	563	
SAT. 10.30A 30 NBC CA										B	5.7	23	435	1938	354	98	399	290	325	203	12	39	234	160	191	134	LT	23	317	119	988	633	
NFL '79-NBC										A	3.7	11	282	1631	323	174	461	184	241	269	57	171	933	475	653	423	124	220	120	LT	117	32	
1 SUN. 3.30P 30 NBC SC										B	3.7	13	282	1589	376	177	487	207	277	210	84	170	846	385	561	404	92	221	168	70	88	36	
2 SUN. 12.30P 30																																	
NFL FOOTBALL GAME 1-NBC										A	11.6	30	885	1617	399	151	439	172	253	224	56	144	937	328	559	457	139	304	136	39	105	84	
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
HOUSEHOLD AUDIENCES																								
TEENS (12-17)										CHILDREN (2-11)														
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL					WOMEN					TEENS (12-17)					CHILDREN (2-11)				
										TOTAL					TOTAL					TOTAL					TOTAL				

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 1, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

14,730  
19.3240-ROBERT  
(OP)25,480  
33.4(1)  
(SUS)NFL MONDAY NIGHT FOOTBALL  
NEW ENGLAND VS GREEN BAY  
(9:25-12:30AM)(-OP)

11,060

14.5

13.9\*

15.2\*

12,820

16.8

16.3\*

18.4\*

18.5\*

23

22 \*

23 \*

30

25 \*

28 \*

29 \*

13.6

14.2

15.0

15.3

15.6

15.8

16.8

18.4

18.3

18.8

18.2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

16,020

21.0

WHITE SHADOW  
(OP)

18,160

23.8

(2)  
(SUS)M\*A\*S\*H  
(9:25-9:55PM)(-OP)LAST RESORT(B)  
(9:55-10:25PM)(-OP)LOU GRANT  
(10:25-11:25PM)(-OP)

11,750

15.4

14.7\*

16.1\*

16,100

21.1

12,360

16.2

9,840

12.9

13.3\*

24

23 \*

24 \*

31

24

21

21 \*

14.8

14.7

15.7

16.5

19.2

21.3

17.5

16.1

13.9

13.4

13.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

(Households (000) &amp; %)

22,050

28.9

LITTLE HOUSE-PRAIRIE  
(OP)

30,210

39.6

(3)  
(SUS)17TH ANNIVERSARY-J CARSON  
(9:22-11:22PM)(-OP)

18,390

24.1

22.5\*

25.7\*

21,140

27.7

25.2\*

28.9\*

29.5\*

37

36 \*

39 \*

43

37 \*

44 \*

47 \*

22.4

33.4

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

11,600

15.2

15.3\*

15.1\*

13,510

17.7

17.5\*

19.0\*

16.8\*

24

25 \*

24 \*

29

27 \*

28 \*

26 \*

15.7

15.0

15.2

15.1

17.0

18.0

19.1

18.9

17.4

16.4

17.1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

17,780

23.3

WHITE SHADOW  
(OP)

23,350

30.6

M\*A\*S\*H

COUNTRY MUSIC AWARDS

13,510

17.7

16.7\*

18.7\*

20,830

27.3

22.4

22.9\*

22.7\*

28

27 \*

29 \*

41

34

32 \*

35 \*

16.1

17.4

18.1

19.4

26.6

28.0

21.4

21.8

22.6

23.1

23.4

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

21,060

27.6

LITTLE HOUSE-PRAIRIE  
(OP)

23,810

31.2

NBC THEATER-MON  
WHEN HELL WAS IN SESSION

17,320

22.7

21.6\*

23.9\*

16,790

22.0

18.7\*

23.1\*

23.3\*

36

35 \*

37 \*

33

35 \*

35 \*

37 \*

20.7

22.5

23.6

24.1

18.3

19.0

22.7

23.5

23.0

22.8

23.5

TV HOUSEHOLDS USING TV

WK. 1

53.3

55.1

56.4

59.1

61.6

63.5

65.2

67.4

67.5

67.0

67.4

67.3

65.8

64.9

63.0

60.4

U.S. TV Households: 76,300,000

(1) CARTER ADDRESS-ABC, ABC, (9:00-9:26PM)(S)

(3) CARTER ADDRESS-NBC, NBC, (9:00-9:22PM)(S)

(2) CARTER ADDRESS-CBS, CBS, (9:00-9:25PM)(S)

For explanation of symbols, See page A

EVE. MON. OCT. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. OCT.2, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

19,610	18,770	20,910	18,010	13,660
25.7	24.6	27.4	23.6	17.9
HAPPY DAYS	ANGIE	THREE'S COMPANY	TAXI (OP)	LAZARUS SYNDROME

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

17,170	16,940	19,530	15,640	10,380
22.5	22.2	25.6	20.5	13.6
36	34	38	31	22
21.2	23.8	21.7	22.6	25.4
25.8	21.1	19.9	14.5	13.9*
				22 *
				13.4
				13.4
				13.0

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

17,170	24,950
22.5	32.7
CALIFORNIA FEVER (OP)	CBS TUESDAY NIGHT MOVIES PORTRAIT OF A STRIPPER

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

12,060	16,560
15.8	21.7
25	33
14.9	17.7
15.1*	18.4*
24 *	27 *
15.3	19.0
16.7	21.5
16.4	21.7
	23.3*
	37 *
	23.4
	23.3
	23.6
	23.4

TOTAL AUDIENCE  
(Households (000) & %)

12,890	28,540
16.9	37.4
(1)	
(OP)	
(-OP)	
NAT'L LEAGUE CHAMP. G 1 PITTSBURGH VS CINCINNATI (8:18-11:52PM) (-OP)	

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

12,210	16,020
16.0	21.0
27	34
15.9	16.7
18.6	20.6
	19.6*
	31 *
	21.4
	21.5
	21.1
	21.7
	22.2
	21.7
	21.5
	21.7

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,940	15,340	18,310	14,730	10,910
22.2	20.1	24.0	19.3	14.3
HAPPY DAYS	ANGIE	THREE'S COMPANY	TAXI (OP)	LAZARUS SYNDROME

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

14,270	13,430	16,020	12,820	8,090
18.7	17.6	21.0	16.8	10.6
30	27	33	27	18
18.2	19.2	17.7	17.6	11.2
	17.5	20.8	21.2	16.0
				11.0*
				18 *
				10.4
				10.1

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,520	16,100
15.1	21.1
24	35
14.0	17.6
14.3*	18.2*
23 *	28 *
14.6	19.4
15.6	20.8
16.3	20.1*
	32 *
	22.8*
	38 *
	23.1*
	40 *
	23.0

TOTAL AUDIENCE  
(Households (000) & %)

20,750	23,270
27.2	30.5
SHERIFF LOBO (OP)	NBC TUE. NIGHT MOVIE AMERICAN GRAFFITI(R) (9:00-11:19PM) (-OP)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

15,490	13,510
20.3	17.7
32	30
19.0	18.1
19.1*	17.2
31 *	28 *
19.2	17.6
21.5	20.8
	22.8*
	38 *
	23.3
	23.0

TV HOUSEHOLDS USING TV WK. 1

(See Def. 1)

WK. 2

U.S. TV Households: 76,300,000

(1) NAT'L LEAGUE CHAMP.

PRE 1, NBC, (8:00-8:18PM)(S)

A-5

54.0	56.6	56.8	59.2	61.8	63.9	65.2	66.7	67.4	68.4	67.2	66.3	63.7	62.7	62.5	61.4
54.1	56.2	58.7	60.8	61.8	62.3	63.5	64.6	64.5	63.4	62.6	61.7	60.1	59.5	58.0	56.3

For explanation of symbols, See page A.

EVE.TUE. OCT.9, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. OCT.3, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %) {

27,160  
35.6

23,350  
30.6

19,300  
25.3

EIGHT IS ENOUGH

CHARLIE'S ANGELS  
(OP)

VEGAS

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

21,290  
27.9  
44  
24.7

26.0\*  
42\*  
27.2

29.7\*  
47\*  
30.0

19,460  
25.5  
39  
25.0

25.4\*  
39\*  
25.8

25.6\*  
39\*  
25.6

15,570  
20.4  
33  
21.7

21.4\*  
34\*  
21.2

19.4\*  
33\*  
18.9

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %) {

12,210  
16.0

10,910  
14.3

18,620  
24.4

LAST RESORT

STRUCK BY  
LIGHTNING  
(OP)CBS WEDNESDAY NIGHT MOVIE  
THE GOLDEN GATE MURDERS

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

10,150  
13.3  
21  
13.3

9,380  
12.3  
19  
11.8

13,510  
17.7  
28  
16.1

16.5\*  
26\*  
17.0

17.7\*  
27\*  
17.5

18.3\*  
29\*  
18.5

18.2\*  
31\*  
18.3

18.1

TOTAL AUDIENCE  
(Households (000) & %) {

12,280 28,380  
16.1 37.2

(1)  
(OP)

AMER. LEAGUE CHAMP. GM I  
CALIFORNIA VS BALTIMORE  
(8:18-11:52PM)(-OP)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
TOTAL AUDIENCE  
(Households (000) & %) {

10,990 15,870  
14.4 20.8  
25 35  
14.2 15.7

18.1\*  
30\*  
18.7

20.6\*  
33\*  
20.4

21.4\*  
33\*  
21.4

22.0\*  
35\*  
22.0

22.6\*  
37\*  
22.6

22.7

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

17,400 37,230  
22.8 48.8  
(2)  
(OP)

WORLD SERIES GAME #1  
PITTSBURGH VS BALTIMORE  
(-OP)

16,710 21,520  
21.9 28.2  
37 46  
21.9 22.9

26.5\*  
41\*  
25.4

29.5\*  
45\*  
29.3

29.9\*  
45\*  
30.0

30.4\*  
46\*  
29.9

30.8\*  
50\*  
31.1

30.4

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %) {

22,510  
29.5

29.9

29.9

31.0

31.1

30.4

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

13,120  
17.2  
26  
14.1

14.1\*  
22\*  
14.1

16.9\*  
25\*  
17.3

18.3\*  
28\*  
18.5

18.6\*  
28\*  
18.5

18.2\*  
28\*  
18.7

18.6

17.3

GREEN TYCOON  
(SUS)(OP)  
(8:00-10:23PM)

CBS NEWS SPEC  
RPT-WED  
(SUS)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

19,840  
26.0

21,670  
28.4

REAL PEOPLE  
(OP)NBC WED. NIGHT MOVIES  
MIRROR, MIRROR

15,030  
19.7  
30  
18.7

20.0\*  
31\*  
21.3

19.4\*  
29\*  
19.2

13,580  
17.8  
28  
16.7

16.4\*  
25\*  
16.1

17.0\*  
26\*  
17.2

17.4\*  
27\*  
17.9

20.3\*  
34\*  
20.7

19.9

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1  
WK. 2

55.3  
54.9

56.1  
57.5

56.1  
58.6

58.5  
60.8

61.4  
63.1

62.7  
64.8

63.4  
66.3

64.2  
67.3

63.6  
66.3

65.4  
66.1

66.5  
66.1

66.1  
66.3

63.3  
65.6

62.0  
64.0

60.4  
60.9

58.7  
58.0

U.S. TV Households: 76,300,000

(1) AMER. LEAGUE CHAMP.

PRE 1, NBC, (8:00 8:18PM)(S)

(2) WORLD SERIES PRE GAME #1, ABC, (8:00 8:15PM)(S)

For explanation of symbols, See page A

EVE.WED. OCT.10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.THU. OCT.4, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,940

22.2

LAVERNE AND  
SHIRLEY

18,010

23.6

BENSON

19,460

25.5

BARNEY MILLER

18,850

24.7

SOAP  
(OP)

16,250

21.3

20/20

15,260

20.0

16,180

21.2

17,550

23.0

16,790

22.0

12,130

15.9

17.4\*

14.4\*

34

34

37

35

28

29\*

26\*

19.1

20.9

20.9

21.5

22.9

23.0

22.2

21.8

17.6

17.2

15.3

13.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

15,180

19.9

WALTONS  
(OP)

22,130

29.0

HAWAII FIVE-O

11,900

15.6

14.3\*

16.9\*

14,040

18.4

16.3\*

17.2\*

19.9\*

33\*

20.2\*

26

24\*

27\*

31

26\*

27\*

23

23\*

37\*

13.7

14.8

16.8

17.1

16.2

16.4

17.2

17.2

19.7

20.2

20.4

20.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

17,320

22.7

BUCK ROGERS-25TH CENTURY  
(OP)

16,710

21.9

QUINCY, M.E.

13,510

17.7

OPERATING ROOM  
(SUS)(OP)  
(10:00-10:50PM)

13,430

17.6

17.4\*

17.8\*

13,120

17.2

16.6\*

17.8\*

10,220

13.4

13.7\*

13.0\*

29

29\*

29\*

27

27\*

28\*

23

23\*

23\*

17.3

17.4

17.8

17.7

16.2

16.9

17.6

18.0

14.0

13.4

13.1

12.9

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

37,010

48.5

WORLD SERIES GAME #2  
PITTSBURGH VS BALTIMORE  
(8:14-11:30PM)(S)(OP)(V-OP)

22,580

29.6

48

25.6\*

29.9\*

46\*

30.8\*

32.6\*

31.9\*

20.8

21.0

24.6

26.6

29.5

46\*

31.0

46\*

30.7

32.4

51\*

31.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

19,080

25.0

WALTONS  
(OP)

14,120

18.5

HAWAII FIVE-O

19,460

25.5

BARNABY JONES

14,420

18.9

18.3\*

19.4\*

11,060

14.5

14.5\*

16,020

21.0

20.5\*

21.6\*

29

29\*

29\*

22

22\*

14.5\*

22\*

35

33\*

37\*

17.3

19.3

19.5

19.4

14.4

14.6

14.6

14.4

19.7

21.2

21.7

21.5

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,860

22.1

BUCK ROGERS-25TH CENTURY  
(OP)

19,080

25.0

QUINCY, M.E.

8,010

10.5

NBC NEWS SPECIAL REPORT  
KISSINGER MEMOIRS

13,350

17.5

16.9\*

18.0\*

15,870

20.8

20.0\*

21.6\*

5,190

6.8

8.3\*

5.4\*

27

27\*

27\*

31

30\*

21.6\*

33\*

11

13\*

9\*

16.4

17.4

17.7

18.4

19.3

20.7

21.7

21.4

9.4

7.1

5.8

5.0

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1)

WK. 2

50.8

54.3

52.1

55.3

52.9

55.0

58.4

60.7

61.8

62.7

62.2

62.9

63.4

63.7

60.1

59.0

57.0

53.3

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. OCT.11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 5, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)17,010  
22.322,050  
28.9

ABC TV

FANTASY ISLAND  
(OP)ABC FRIDAY NIGHT MOVIE  
BEFORE AND AFTERAVERAGE AUDIENCE  
(Households (000) & %)

13,350

15,490

SHARE OF AUDIENCE %

17.5 16.6\*

18.3\*

20.3 18.3\*

19.9\*

22.0\*

21.0\*

AVG. AUD. BY 1/4 HR. %

30 29\*

31\*

34 31\*

33\*

37\*

36\*

15.6 17.6 18.1 18.5 18.0 18.6 19.2 20.5 21.8 22.3 22.0 20.0

TOTAL AUDIENCE  
(Households (000) & %)17,320  
22.717,550  
23.017,400  
22.8

CBS TV

INCREDIBLE HULK  
(OP)

DUKES OF HAZZARD

DALLAS

AVERAGE AUDIENCE  
(Households (000) & %)

12,670

15,030

14,120

SHARE OF AUDIENCE %

16.6 15.5\*

17.7\*

19.7 19.2\*

20.2\*

18.5 18.1\*

18.8\*

AVG. AUD. BY 1/4 HR. %

29 27\*

30\*

33 33\*

34\*

31 31\*

32\*

15.0 16.0 17.1 18.2 19.1 19.2 20.2 20.2 18.1 18.2 18.3 19.3

TOTAL AUDIENCE  
(Households (000) & %)12,510 27,620  
16.4 36.2

NBC TV

(1)  
(OP)AMER. LEAGUE CHAMP. GM 3  
BALTIMORE VS CALIFORNIA  
(8:16-11:40PM)(-OP)AVERAGE AUDIENCE  
(Households (000) & %)

12,440 14,950

18.0\*

19.8\*

18.9\*

19.0\*

20.0\*

SHARE OF AUDIENCE %

16.3 19.6

32\*

34\*

32\*

32\*

34\*

AVG. AUD. BY 1/4 HR. %

16.3 17.1 17.3 18.7 20.2 19.3 19.1 18.8 18.6 19.5 20.0 20.0

ABC TV

13,580 33,650  
17.8 44.1(2)  
(OP)WORLD SERIES GAME #3  
BALTIMORE VS PITTSBURGH  
(8:15-10:00PM)(10:30-12:05PM)BARNEY MILLER  
(R)(SUS)WORLD SERIES  
GAME #3  
BALTIMORE VS  
PITTSBURGH (-OP)AVERAGE AUDIENCE  
(Households (000) & %)

13,050 17,170

23.2\*

25.6\*

22.6\*

17.0\*

28\*

SHARE OF AUDIENCE %

17.1 22.5

40\*

42\*

36\*

28\*

17.0\*

AVG. AUD. BY 1/4 HR. %

17.1 19.3 22.3 24.0 25.3 25.9 25.0 20.1 15.4 18.5

TOTAL AUDIENCE  
(Households (000) & %)15,410  
20.218,540  
24.318,920  
24.8

CBS TV

YABBA DABBA DOO 2  
(OP)

DUKES OF HAZZARD

DALLAS

AVERAGE AUDIENCE  
(Households (000) & %)

10,450

14,650

16,180

SHARE OF AUDIENCE %

13.7 13.0\*

14.4\*

19.2 18.5\*

19.9\*

21.2 20.7\*

21.8\*

AVG. AUD. BY 1/4 HR. %

23 22\*

24\*

31 30\*

32\*

35 34\*

36\*

13.0 13.1 14.3 14.5 18.0 18.9 19.6 20.3 20.1 21.2 21.9 21.7

TOTAL AUDIENCE  
(Households (000) & %)17,700  
23.214,500  
19.021,900  
28.7

NBC TV

DIFF'RENT  
STROKESHELLO LARRY  
(OP)

ROCKFORD FILES

AVERAGE AUDIENCE  
(Households (000) & %)

15,260

13,430

14,120

SHARE OF AUDIENCE %

20.0 17.6

18.5 16.7\*

18.9\*

19.7\*

18.6\*

AVG. AUD. BY 1/4 HR. %

34 29

30 27\*

30\*

33\*

31\*

19.4 20.6 17.3 17.9 16.6 16.7 18.1 19.7 19.8 19.5 19.7 17.4

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

52.1	52.5	52.3	54.0	55.5	57.4	58.3	59.2	59.1	58.8	59.4	60.1	58.9	59.6	59.5	57.9
49.9	52.3	52.4	54.8	57.5	59.1	60.5	61.1	61.7	63.1	63.9	61.9	60.5	60.7	60.5	59.4

U.S. TV Households: 76,300,000

(1) AMER. LEAGUE CHAMP. PRE 3, NBC, (8:00-8:16PM)(S)

(2) WORLD SERIES PRE GAME #3, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A

EVE. FRI. OCT. 12, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. OCT.6, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		12,970 17.0		11,060 14.5		19,080 25.0		16,630 21.8								
ABC TV		ROPERS		DETECTIVE SCHOOL		LOVE BOAT (OP)		HART TO HART								
AVERAGE AUDIENCE (Households (000) & %)		11,220 14.7		9,840 12.9		16,400 21.5		13,730 18.0								
SHARE OF AUDIENCE %		28		24		38		35								
AVG. AUD. BY ¼ HR. %		14.4		15.1		20.0		18.6								
TOTAL AUDIENCE (Households (000) & %)		8,010 10.5		8,390 11.0		6,790 8.9		8,240 10.8								
CBS TV		WORKING STIFFS		BAD NEWS BEARS (OP)		BIG SHAMUS, LITTLE SHAMUS		PARIS								
AVERAGE AUDIENCE (Households (000) & %)		6,560 8.6		7,400 9.7		5,340 7.0		6,560 8.6								
SHARE OF AUDIENCE %		16		18		12		17								
AVG. AUD. BY ¼ HR. %		9.1		8.1		7.4		8.4								
TOTAL AUDIENCE (Households (000) & %)		21,750 28.5		18,080 23.7		16,330 21.4		16,330 21.4								
NBC TV		CHIPS (OP)		B. J. AND THE BEAR		MAN CALLED SLOANE										
AVERAGE AUDIENCE (Households (000) & %)		17,240 22.6		15,790 20.7		13,350 17.5		13,350 17.5								
SHARE OF AUDIENCE %		42		36		34		35								
AVG. AUD. BY ¼ HR. %		20.2		20.6		21.0		18.0								
TOTAL AUDIENCE (Households (000) & %)		13,890 18.2		11,220 14.7		18,920 24.8		17,010 22.3								
ABC TV		ROPERS		DETECTIVE SCHOOL		LOVE BOAT (OP)		HART TO HART								
AVERAGE AUDIENCE (Households (000) & %)		12,060 15.8		10,150 13.3		16,020 21.0		13,890 18.2								
SHARE OF AUDIENCE %		30		25		38		34								
AVG. AUD. BY ¼ HR. %		15.1		13.2		20.1*		18.5*								
TOTAL AUDIENCE (Households (000) & %)		14,190 18.6		10,910 14.3		20.8		18.6								
CBS TV		LIFEGUARD (OP)		PARIS												
AVERAGE AUDIENCE (Households (000) & %)		7,020 9.2		8,930 11.7		9.1*		8,930 11.7								
SHARE OF AUDIENCE %		17		22		17 *		21 *								
AVG. AUD. BY ¼ HR. %		9.5		8.0		9.0		10.8								
TOTAL AUDIENCE (Households (000) & %)		21,820 28.6		17,400 22.8		15,410 20.2		15,410 20.2								
NBC TV		CHIPS (OP)		B. J. AND THE BEAR		MAN CALLED SLOANE										
AVERAGE AUDIENCE (Households (000) & %)		17,550 23.0		14,880 19.5		12,970 17.0		12,970 17.0								
SHARE OF AUDIENCE %		44		35		35 *		32 *								
AVG. AUD. BY ¼ HR. %		20.8		19.4		19.6		17.2								
HOUSEHOLDS USING TV WK. 1		43.6	46.1	47.7	50.1	52.2	53.2	53.9	54.8	55.7	56.7	57.7	57.5	54.1	52.5	51.3
(See Def. 1) WK. 2		47.3	48.4	49.5	50.8	51.8	52.5	52.9	54.0	54.3	55.1	56.4	57.1	54.1	53.4	52.4
U.S. TV Households: 76,300,000																

For explanation of symbols, See page A.

EVE.SAT. OCT.13, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. OCT.7, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{ 9,540 12.5		{ 8,240 10.8		{ 19,300 25.3		{ 13,890 18.2		{ 20,140 26.4											
ABC TV		OUT OF THE BLUE		NEW KIND OF FAMILY		WORK & MINDY		ASSOCIATES (OP)		ABC SUNDAY NIGHT MOVIE		VAMPIRE(SUS)(OP) (9:00-10:52PM)									
AVERAGE AUDIENCE (Households (000) & %)		{ 7,480 9.8		{ 7,400 9.7		{ 16,100 21.1		{ 11,900 15.6		{ 12,820 16.8		{ 14.9* 23 *		{ 15.1* 23 *		{ 18.9* 31 *		{ 19.0* 34 *			
SHARE OF AUDIENCE		{ 18		{ 17		{ 35		{ 25		{ 27		{ 23		{ 23		{ 31		{ 34			
AVG. AUD. BY 1/4 HR. %		{ 9.4		{ 10.1		{ 9.0		{ 10.3		{ 19.2		{ 22.9		{ 16.0		{ 15.2		{ 14.2			
TOTAL AUDIENCE (Households (000) & %)		{ 25,870 33.9		{ 20,370 26.7		{ 22,430 29.4		{ 23,420 30.7		{ 23,350 30.6		{ 22,890 30.0									
CBS TV		60 MINUTES (7:07-8:07PM)(OP)(-OP)		ARCHIE BUNKER'S PLACE (8:07-8:37PM)(-OP)		ONE DAY AT A TIME (8:37-9:07PM)(-OP)		ALICE (9:07-9:37PM)(OP)(-OP)		JEFFERSONS (9:37-10:07PM)(-OP)		TRAPPER JOHN, M.D. (10:07-11:07PM)									
AVERAGE AUDIENCE (Households (000) & %)		{ 19,380 25.4		{ 24.1* 46		{ 26.0* 46 *		{ 16,480 21.6		{ 18,920 24.8		{ 21,750 28.5		{ 20,450 26.8		{ 17,550 23.0		{ 23.6* 39 *			
SHARE OF AUDIENCE		{ 25.4		{ 24.5 *		{ 26.7 *		{ 35		{ 39		{ 43		{ 41		{ 41		{ 41 *			
AVG. AUD. BY 1/4 HR. %		{ 23.4		{ 24.5		{ 25.2		{ 26.7		{ 21.2		{ 20.4		{ 23.1		{ 24.1		{ 27.9			
TOTAL AUDIENCE (Households (000) & %)		{ 16,790 22.0		{ 20,600 27.0		{ 12,510 16.4															
NBC TV		DISNEY'S WONDERFUL WORLD \$1,000,000 DJCK, PART 2(R)		BIG EVENT GRAY LADY DOWN(OP)		PRIME TIME SUNDAY															
AVERAGE AUDIENCE (Households (000) & %)		{ 12,130 15.9		{ 14.0* 26 *		{ 17.8* 31 *		{ 13,350 17.5		{ 14.5* 24 *		{ 17.0* 27 *		{ 19.2* 29 *		{ 19.4* 30 *		{ 9,000 11.8			
SHARE OF AUDIENCE		{ 29		{ 26 *		{ 31 *		{ 28		{ 24 *		{ 27 *		{ 29 *		{ 30 *		{ 20			
AVG. AUD. BY 1/4 HR. %		{ 12.7		{ 15.3		{ 17.5		{ 18.1		{ 14.0		{ 15.0		{ 16.3		{ 17.7		{ 19.2			
TOTAL AUDIENCE (Households (000) & %)		{ 11,140 14.6		{ 19,690 25.8		{ 15,490 20.3		{ 25,710 33.7													
ABC TV		WRLD SERIES GM 5 BALTIMORE VS PITTSBURGH(-OP) (8:15-7:38PM)		OUT OF THE BLUE (7:34-8:00PM)		WORK & MINDY		ASSOCIATES (OP)		ABC NFL FOOTBALL SPECIAL LOS ANGELES VS DALLAS (9:00-11:31PM)											
AVERAGE AUDIENCE (Households (000) & %)		{ 30.8* 54 *		{ 9,460 12.4		{ 16,400 21.5		{ 13,200 17.3		{ 14,800 19.4		{ 18.7* 28 *		{ 21.7* 33 *		{ 23.3* 37 *		{ 19.6* 33 *			
SHARE OF AUDIENCE		{ 31.7		{ 29.9		{ 12.7		{ 12.1		{ 20.1		{ 22.9		{ 17.3		{ 17.4		{ 19.9			
AVG. AUD. BY 1/4 HR. %		{ 25.180 33.0		{ 17,930 23.5		{ 19,230 25.2		{ 25,330 33.2													
TOTAL AUDIENCE (Households (000) & %)		{ 25,180 33.0		{ 17,930 23.5		{ 19,230 25.2		{ 25,330 33.2													
CBS TV		(1) (-OP)		60 MINUTES (7:18-8:18PM)(-OP)		ARCHIE BUNKER'S PLACE (8:18-8:48PM)(-OP)		ONE DAY AT A TIME (8:48-9:18PM)(-OP)		FLESH & BLOOD-PY -1 (9:18-11:10PM)											
AVERAGE AUDIENCE (Households (000) & %)		{ 17,400 22.8		{ 24.5* 40 *		{ 15,110 19.8		{ 16,180 21.2		{ 16,180 21.2		{ 17.9* 27 *		{ 22.5* 36 *		{ 23.4* 41 *		{ 23.1			
SHARE OF AUDIENCE		{ 8.3		{ 15.8		{ 22.9		{ 26.0		{ 25.5		{ 18.1		{ 21.0		{ 19.4		{ 22.9			
AVG. AUD. BY 1/4 HR. %		{ 18,770 24.6		{ 26,320 34.5		{ 13,730 18.0															
TOTAL AUDIENCE (Households (000) & %)		{ 18,770 24.6		{ 26,320 34.5		{ 13,730 18.0															
NBC TV		DISNEY'S WONDERFUL WORLD BASEBALL FEVER		ABC THEATER-SUN THE MIRACLE WORKER(SUS)(OP) (8:00-9:35PM)		PRIME TIME SUNDAY															
AVERAGE AUDIENCE (Households (000) & %)		{ 11,830 15.5		{ 12.5* 21 *		{ 18.5* 30 *		{ 23.9		{ 25.5		{ 26.7		{ 27.4		{ 25.4		{ 9,840 12.9			
SHARE OF AUDIENCE		{ 11.2		{ 13.8		{ 17.4		{ 19.6		{ 18.4		{ 21.3		{ 23.2		{ 23.9		{ 26.1* 38 *			
AVG. AUD. BY 1/4 HR. %		{ 11.2		{ 13.8		{ 17.4		{ 19.6		{ 18.4		{ 21.3		{ 23.2		{ 23.9		{ 26.1* 38 *			
TV HOUSEHOLDS USING TV		WK 1	52.1	54.1	55.6	58.0	60.0	61.6	62.2	62.6	65.0	66.5	66.0	65.0	61.9	59.0	57.5	53.6			
(See Def. 1)		WK. 2	59.4	61.4	61.0	62.7	64.9	66.0	66.2	66.9	68.8	68.4	67.9	66.1	62.4	60.6	57.7	54.5			
U.S. TV Households: 76,300,000																					
(1) CBS NFL FOOTBALL GAME 2, CBS (4:00-7:18PM)																					

U.S. TV Households: 76,300,000

(1) CBS NFL FOOTBALL GAME 2, CBS, (4:00-7:18PM)

For explanation of symbols, See page A

EVE.SUN. OCT.14, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %) { 4,580  
6.0

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE  
(Households (000) & %) { 4,430  
5.8  
SHARE OF AUDIENCE  
% 13  
AVG. AUD. BY ¼ HR. % 5.8

W

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E

K

1

TOTAL AUDIENCE  
(Households (000) & %) { 7,100  
9.3 8,700  
11.4

**CBS TV**

CBS SUNDAY  
NEWS-BRADLEY  
(11:07-11:22PM)  
(OP)

CBS NEWS  
SPEC RPT-11 37  
(11:37-12:05AM)

(OP)

AVERAGE AUDIENCE  
(Households (000) & %) { 6,790  
8.9 7,400  
9.7  
SHARE OF AUDIENCE  
% 21 34  
AVG. AUD. BY ¼ HR. % 9.2 8.6 11.1 9.4 8.2

TOTAL AUDIENCE  
(Households (000) & %) { 3,820  
5.0

**NBC TV**

NBC LATE NIGHT MOVIE  
(11:30-1:23AM)(-OP)

(OP)

AVERAGE AUDIENCE  
(Households (000) & %) { 1,980  
2.6 2.7\* 3.0\*  
SHARE OF AUDIENCE  
% 12 9\* 14\*  
AVG. AUD. BY ¼ HR. % 2.8 2.7 3.0 3.0 2.7

TOTAL AUDIENCE  
(Households (000) & %) { 3,130  
4.1

**ABC TV**

ABC NFL FOOTBALL SPECIAL  
LOS ANGELES VS DALLAS  
(8:00-11:51PM)(-OP)

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE  
(Households (000) & %) { 2,820  
16.8\* 3.7  
SHARE OF AUDIENCE  
% 32\* 15  
AVG. AUD. BY ¼ HR. % 17.2 16.3 15.2 4.2 3.6

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %) { 5,040  
6.6

**CBS TV**

FLESH &  
BLOOD-PT -1  
(-OP)

CBS SUNDAY  
NEWS-  
BRADLEY

AVERAGE AUDIENCE  
(Households (000) & %) { 4,880  
6.4  
SHARE OF AUDIENCE  
% 15  
AVG. AUD. BY ¼ HR. % 22.8 6.5 6.1

TOTAL AUDIENCE  
(Households (000) & %) { 3,660  
4.8

**NBC TV**

NBC LATE NIGHT MOVIE  
(11:30-1:01AM)(-OP)

AVERAGE AUDIENCE  
(Households (000) & %) { 2,140  
2.8 3.0\* 2.8\*  
SHARE OF AUDIENCE  
% 12 9\* 13\*  
AVG. AUD. BY ¼ HR. % 3.1 3.0 2.8 2.9 2.8

8,090  
10.6 4,810  
6.3  
LATE MOVIE I  
>(M-TH)(S)(OP)(-OP)  
LATE MOVIE II  
(M-TH)>(S)(OP)(-OP)  
5,340  
7.0 3,970  
27 5.2 5.5\*  
8.2 35 38\*  
6.2 5.4 4.7

8,770  
11.5 2,750  
3.6  
TONIGHT SHOW  
>(-OP)  
TOMORROW SHOW  
(M-TH)>(OP)(-OP)  
4,880  
6.4 7.3\* 6.3\* 2,060  
22 19\* 23\* 5.9\* 2.7 2.7\*  
7.5 7.3 6.7 5.9 5.5 5.1 3.1 2.8 2.5

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

US TV Households 76,300,000

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

For explanation of symbols, See page A



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

		3,360 4.4		4,120 5.4	
GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (PARTICIPATING)			
		2,590 3.4		3,430 4.5	
		22 3.3		27 4.4	
		3.5		4.7	

W

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E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

		2,820 3.7		3,820 5.0		2,900 3.8		2,980 3.9	
MORNING MON-FRI (CO-OP)		CAPTAIN KANGAROO (PARTICIPATING)				BEAT THE CLOCK (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (MTUWF)(S)(OP)	
		1,830 2.4		2,370 3.1		2,290 3.0		2,670 3.5	
		17 2.1		19 2.5		16 2.8		19 3.4	
		2.3		3.0		3.2		3.5	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

		3,890 5.1		4,350 5.7		3,360 4.4		3,590 4.7	
TODAY SHOW-7:30AM (CO-OP)		TODAY SHOW-8:30AM (PARTICIPATING)				CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
		2,980 3.9		3,430 4.5		2,820 3.7		3,130 4.1	
		25 3.9		27 4.5		21 3.6		23 4.1	
		4.0		4.7		3.8		4.1	

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

		2,670 3.5		3,430 4.5	
GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (PARTICIPATING)			
		24 3.5		27 4.4	
		3.5		4.6	

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

		2,520 3.3		3,510 4.6		2,520 3.3		3,050 4.0	
MORNING MON-FRI (CO-OP)		CAPTAIN KANGAROO (PARTICIPATING)				BEAT THE CLOCK (10:30-10:54AM) (OP)		WHEW (10:30-10:54AM) (OP)	
		1,600 2.1		2,060 2.7		2,060 2.7		2,670 3.5	
		16 2.0		16 2.1		15 2.6		19 3.4	
		2.2		2.4		2.9		3.7	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

		3,430 4.5		4,580 6.0		3,660 4.8		3,890 5.1	
TODAY SHOW-7:30AM (CO-OP)		TODAY SHOW-8:30AM (PARTICIPATING)				CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
		2,750 3.6		3,740 4.9		3,050 4.0		3,430 4.5	
		25 3.4		29 4.8		22 4.1		24 4.4	
		3.8		4.9		4.0		4.5	

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1)

WK 2

U.S. TV Households: 76,300,000

6.7	9.3	12.0	13.5	14.3	15.7	16.1	16.8	17.3	17.9	18.1	18.3	17.7	18.0	18.0	18.0
6.3	9.1	11.6	13.3	14.2	15.3	15.6	16.3	17.0	17.7	17.9	18.6	18.3	18.7	18.6	19.0

For explanation of symbols, See page A

DAY MON.-FRI. OCT. 8-12, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR.

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR.

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR.

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY 1/4 HR.

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1

WK. 2

U.S. TV Households: 76,300,000

 For explanation of symbols, See page A.  
 DAY MON.-FRI. OCT. 8-12, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)9,160  
12.04,650  
6.19,690  
12.7

ABC TV

GENERAL HOSPITAL  
>(SUS)(OP)(-OP)EDGE OF NIGHT  
(W-F)(SUS)(OP)ABC WORLD NEWS  
TONIGHTAVERAGE AUDIENCE  
(Households (000) & %)6,790  
8.94,120  
5.48,240  
10.8SHARE OF AUDIENCE  
%

29

16

21

AVG. AUD. BY 1/4 HR.

8.4

5.5 5.4

10.5 11.0

TOTAL AUDIENCE  
(Households (000) & %)6,330  
8.32,820  
3.712,280  
16.1

CBS TV

GUIDING LIGHT  
>(S)(OP)ONE DAY AT A  
TIME W-F  
(TU-F)(OP)LOVE OF LIFE  
(W-F)(S)(OP)CBS EVENING NEWS-  
CRONKITEAVERAGE AUDIENCE  
(Households (000) & %)

8.3\*

28 \*

5,260  
6.92,370  
3.110,830  
14.2SHARE OF AUDIENCE  
%

28 \*

22

9

27

AVG. AUD. BY 1/4 HR.

8.3

8.0

6.6

7.2

3.0

3.2

14.3 14.6

TOTAL AUDIENCE  
(Households (000) & %)

(S)(OP)

9,690  
12.7

NBC TV

NBC NIGHTLY NEWS  
>(S)(OP)(-OP)AVERAGE AUDIENCE  
(Households (000) & %)

12.7

8,470  
11.1SHARE OF AUDIENCE  
%

23

11.0

AVG. AUD. BY 1/4 HR.

12.7

ABC TV

GENERAL HOSPITAL  
>(SUS)(OP)EDGE OF NIGHT  
(WTHF)(SUS)(OP)10,150  
13.3AVERAGE AUDIENCE  
(Households (000) & %)7,320  
9.6

9.4\*

9.9\*

4,270  
5.68,700  
11.4SHARE OF AUDIENCE  
%

32

33 \*

33 \*

18

24

AVG. AUD. BY 1/4 HR.

9.3

9.6

9.7

10.0

5.7

5.6

11.1 11.8

TOTAL AUDIENCE  
(Households (000) & %)6,870  
9.02,670  
3.511,750  
15.4

CBS TV

GUIDING LIGHT

ONE DAY AT A  
TIME W-F  
(WTHF)(SUS)(OP)LOVE OF LIFE  
>(SUS)(OP)CBS EVENING NEWS-  
CRONKITEAVERAGE AUDIENCE  
(Households (000) & %)

7.7\*

7.6

5,800  
7.62,370  
3.110,450  
13.7SHARE OF AUDIENCE  
%

27 \*

25

10

3.1

3.2

27

AVG. AUD. BY 1/4 HR.

7.6

7.7

7.3

7.9

3.1

3.2

13.4 13.9

TOTAL AUDIENCE  
(Households (000) & %)

6,2\*

21 \*

10,530  
13.8

NBC TV

ANOTHER WORLD  
>(SUS)(OP)(-OP)

NBC NIGHTLY NEWS

AVERAGE AUDIENCE  
(Households (000) & %)

6.1

6.4

9,160  
12.0SHARE OF AUDIENCE  
%

24

11.8 12.2

AVG. AUD. BY 1/4 HR.

6.1

6.4

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

29.3	30.5	30.7	32.0	32.1	33.7	34.8	36.3	37.5	40.0	42.6	44.7	47.5	49.6	50.7	51.9
28.7	30.1	29.8	31.1	30.8	32.0	32.6	34.6	35.9	38.0	39.5	42.2	46.2	48.2	49.6	51.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 8-12, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. OCT. 6, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,200	5,570	5,040	5,110	5,340	5,720
5.5	7.3	6.6	6.7	7.0	7.5
GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	PLASTICMAN COMEDY-SHOW-3	PLASTICMAN COMEDY-SHOW-4 (OP)
3,510	4,270	4,350	4,200	4,270	4,780
4.6	5.6	5.7	5.5	5.6	6.2
29	25	27	24	23	25
4.3	4.9	5.4	5.7	5.5	6.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,590	4,880	6,180	7,630	8,010	7,250
4.7	6.4	8.1	10.0	10.5	9.5
MIGHTY MOUSE-HECKL-JECKL1 (OP)	MIGHTY MOUSE-HECKL-JECKL2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)
2,900	3,890	5,260	6,260	6,870	5,570
3.8	5.1	6.9	8.2	9.0	7.3
27	27	30	33	35	29
3.4	4.2	5.0	5.2	9.0	7.7

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

BAY CITY ROLLERS (SUS)

3,200	4,430	5,110	5,880	5,190	4,040
4.2	5.8	6.7	7.7	6.8	5.3
NEW DAFFY DUCK SHOW	CASPER AND THE ANGELS (OP)	FRED & BARNEY MEET-THING	FRED & BARNEY-THING PT 2 (OP)	SUPER GLOBETROTTERS (OP)	NEW SHMOO (OP)
2,440	3,430	4,120	4,730	4,500	3,590
3.2	4.5	5.4	6.2	5.9	4.7
24	24	25	26	23	19
3.7	4.5	5.8	7.0	6.5	5.6

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,740	5,340	5,650	5,570	5,570	5,190
4.9	7.0	7.4	7.3	7.3	6.8
GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	PLASTICMAN COMEDY-SHOW-3	PLASTICMAN COMEDY-SHOW-4 (OP)
3,130	4,430	4,880	4,810	4,580	4,270
4.1	5.8	6.4	6.3	6.0	5.6
23	26	30	27	26	24
3.7	4.5	5.8	7.0	6.5	5.6

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,040	5,340	6,710	7,630	8,700	6,790
5.3	7.0	8.8	10.0	11.4	8.9
MIGHTY MOUSE-HECKL-JECKL1 (OP)	MIGHTY MOUSE-HECKL-JECKL2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)
3,360	4,350	5,720	6,560	7,320	6,030
4.4	5.7	7.5	8.6	9.6	7.9
30	29	33	34	38	32
4.1	4.7	7.2	7.8	9.3	9.9

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

BAY CITY ROLLERS (SUS)

2,980	4,270	4,730	6,490	5,190	5,720
3.9	5.6	6.2	8.5	6.8	7.5
NEW DAFFY DUCK SHOW	CASPER AND THE ANGELS (OP)	FRED & BARNEY MEET-THING	FRED & BARNEY-THING PT 2 (OP)	SUPER GLOBETROTTERS (OP)	NEW SHMOO (OP)
2,140	3,360	3,890	5,260	4,350	4,880
2.8	4.4	5.1	6.9	5.7	6.4
21	24	23	28	24	26
2.2	3.5	4.0	4.8	5.7	6.4

TV HOUSEHOLDS USING TV WK. 1

(See Def. 1)

WK. 2

U.S. TV Households: 76,300,000

4.1	5.3	7.0	9.2	12.7	15.4	18.0	20.0	22.3	24.1	24.5	25.9	26.1	25.6	25.3	24.3
4.5	5.7	7.6	10.0	13.0	16.4	18.5	20.6	22.1	23.9	25.3	25.9	25.1	25.3	24.7	25.2

For explanation of symbols, See page A.

DAY SAT. OCT. 13, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. OCT. 6, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		5,260 6.9	5,110 6.7	5,040 6.6	5,720 7.5	6,180 8.1	14,420 18.9										
ABC TV		SPIDERWOMAN (OP)	SCOOBY AND SCRAPPY DOO (OP)	ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PT. 2	AMERICAN BANDSTAND '79 (1) (SUS)(OP) (-OP)		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:30-3:29PM)(3:33-5:07PM)										
AVERAGE AUDIENCE (Households (000) & %)		4,730 6.2	4,580 6.0	4,350 5.7	3,360 4.4	5,490 7.2	5,880 7.7										
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		26 5.9	28 6.4	22 5.9	17 3.9	19* 5.0*	25 7.1	28 7.4	25 7.9	32* 9.0	34* 9.1						
TOTAL AUDIENCE (Households (000) & %)		6,030 7.9	5,040 6.6	3,590 4.7	4,040 5.3	5,190 6.8	6,180 8.1										
CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	CBS NEWS SPEC RPT- 1 43PM (OP) (1:47-2:23PM)										
AVERAGE AUDIENCE (Households (000) & %)		4,810 6.3	4,270 5.6	3,200 4.2	3,280 4.3	4,040 5.3	4,350 5.7										
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		27 6.8	24 5.8	18 5.7	17 4.1	20 5.1	22 5.5	22 6.5	21* 6.0	21* 5.5							
TOTAL AUDIENCE (Households (000) & %)		3,820 5.0	3,430 4.5	3,360 4.4	4,810 6.3	4,580 6.0											
NBC TV		FLASH GORDON (OP)	GODZILLA (OP)	JONNY QUEST	JETSONS	POPE-WHITE HOUSE (SUS) (1:30-2:23PM)											
AVERAGE AUDIENCE (Households (000) & %)		3,200 4.2	2,900 3.8	2,900 3.8	3,820 5.0	2,900 3.8											
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		18 4.1	16 3.3	16 3.3	21 4.7	21 5.3	14 3.8	14 3.8	14 3.8	14 3.8	14 3.8	3.7*					
TOTAL AUDIENCE (Households (000) & %)		4,270 5.6	5,490 7.2	4,810 6.3	31,050 40.7	3.7*											
ABC TV		SPIDERWOMAN (OP)	SCOOBY AND SCRAPPY DOO (OP)	ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN	WORLD SERIES GAME #4 BALTIMORE VS PITTSBURGH (12:44-4:52PM)(OP)												
AVERAGE AUDIENCE (Households (000) & %)		3,590 4.7	4,350 5.7	3,890 5.1	17,930 23.5	17.5*											
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		18 4.8	25 4.6	17 5.2	63 6.1	63 5.7	52* 18.0	58* 20.8	64* 22.6	64* 22.8	64* 23.6	23.6*					
TOTAL AUDIENCE (Households (000) & %)		7,630 10.0	5,880 7.7	4,200 5.5	4,880 6.4	5,340 7.0	2,750 3.6	22.7*									
CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES	23.6*									
AVERAGE AUDIENCE (Households (000) & %)		6,260 8.2	4,880 6.4	3,660 4.8	3,970 5.2	4,500 5.9	2,290 3.0	23.7*									
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		32 8.3	24 8.0	17 6.9	16 4.9	17 5.3	8 6.1	8 3.3	8 2.8								
TOTAL AUDIENCE (Households (000) & %)		4,650 6.1	4,350 5.7	5,880 7.7	4,960 6.5												
NBC TV		FLASH GORDON (OP)	GODZILLA (OP)	JONNY QUEST	JETSONS												
AVERAGE AUDIENCE (Households (000) & %)		4,040 5.3	3,970 5.2	4,810 6.3	4,040 5.3												
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		21 5.2	20 5.4	23 5.2	17 5.3	17 6.4	17 5.1										
HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2				
(See Def. 1)		23.3	23.4	23.5	23.6	23.5	24.4	24.4	25.1	25.9	27.2	26.8	27.5				
U.S. TV Households 76,300,000		25.5	25.7	26.2	27.2	27.7	29.7	31.6	33.1	34.5	35.5	36.3	36.6				
(1) NCAA FOOTBALL PRE GAME, ABC, (1:30-1:43PM)(1:53-1:58PM)																	

For explanation of symbols, See page A

DAY SAT. OCT. 13, 1979



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
DAY SAT. OCT. 6, 1978																		
TOTAL AUDIENCE (Households (000) & %)		10,150 13.3																
ABC TV		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:30-3:29PM)(3:33-5:07PM)(SUS)(OP)																
AVERAGE AUDIENCE (Households (000) & %)		4,430																
SHARE OF AUDIENCE %		5.8 5.3* 5.2* 6.7*																
AVG. AUD. BY 1/4 HR. %		15 14* 13* 16*																
TOTAL AUDIENCE (Households (000) & %)		8.2 6.3 5.1 6.1 7.5 7.8 7.6 21* 7.8 5.5 5.2 5.1 5.2 5.9 7.5																
CBS TV		JOCKEY GOLD CUP																
AVERAGE AUDIENCE (Households (000) & %)		3,280 4.3																
SHARE OF AUDIENCE %		5,490 7.2																
AVG. AUD. BY 1/4 HR. %		8,390 11.0																
TOTAL AUDIENCE (Households (000) & %)		24,420 32.0																
NBC TV		AMER. LEAGUE CHAMP. G#4 BALTIMORE VS CALIFORNIA (3:00-6:28PM)																
AVERAGE AUDIENCE (Households (000) & %)		12,440																
SHARE OF AUDIENCE %		16.3 9.2* 13.2* 15.7* 17.2* 20.2* 20.0* 18.6* 6,870																
AVG. AUD. BY 1/4 HR. %		46 32* 42* 45* 46* 54* 52* 46* 9.0																
TOTAL AUDIENCE (Households (000) & %)		7.7 10.7 12.8 13.6 15.3 16.0 16.9 17.5 19.9 20.5 19.7 20.2 20.8 16.1 9.1 8.9																
ABC TV		WORLD SERIES GAME #4 BALTIMORE VS PITTSBURGH (12:44-8:53PM)(-OP)																
AVERAGE AUDIENCE (Households (000) & %)		22,510 29.5																
SHARE OF AUDIENCE %		25.5* 26.8* 28.5* 13,510																
AVG. AUD. BY 1/4 HR. %		67* 68* 69* 17.7																
TOTAL AUDIENCE (Households (000) & %)		24.9 26.0 26.6 27.0 27.6 29.3 29.5 20.4 19.0 18.0 17.2 17.2 17.3 17.1 17.4 15.4																
CBS TV		CBS SPORTS SPECTACULAR																
AVERAGE AUDIENCE (Households (000) & %)		4,730																
SHARE OF AUDIENCE %		6.2 4.0* 6.9* 7.6*																
AVG. AUD. BY 1/4 HR. %		15 10* 18* 19*																
TOTAL AUDIENCE (Households (000) & %)		3.4 4.5 6.7 7.0 7.6 7.7 6.4 7.9																
NBC TV		NBA NIGHTLY NEWS-SAT.																
AVERAGE AUDIENCE (Households (000) & %)		7,630 10.0																
SHARE OF AUDIENCE %		8.2																
AVG. AUD. BY 1/4 HR. %		18																
TOTAL AUDIENCE (Households (000) & %)		7.9 8.4																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.7	30.2	30.5	32.5	34.3	35.4	36.6	37.3	37.5	37.2	38.3	40.1	42.6	42.7	43.2	43.3
		WK. 2	37.2	38.1	38.5	39.5	39.3	41.0	43.0	41.5	39.5	40.3	40.9	41.9	44.2	44.7	46.1	46.4
U.S. TV Households: 76,300,000																		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 7, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,360  
4.4  
KIDS ARE PEOPLE TOO I  
(SUS)  
KIDS ARE PEOPLE TOO II  
2,670  
3.5  
16  
3.3 3.8

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

840 1.1	1,140 1.5	2,670 3.5	SUNDAY MORNING				FOR OUR TIMES (SUS)	
THREE ROBONIC STOOGES (OP)	SKATEBIRDS (OP)							
610 .8	990 1.3	1,530 2.0	1.9*		2.1*		1.8*	
11 .7	11 .9	12 1.7	12 *		12 *		9 *	
	1.1	1.4	2.1		2.1		1.8	1.8

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

POPE-WASHINGTON  
(SUS)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,590  
3.4  
KIDS ARE PEOPLE TOO I  
(SUS)  
KIDS ARE PEOPLE TOO II  
2,060  
2.7  
12  
2.6 2.8

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

690 .9	690 .9	2,750 3.6	SUNDAY MORNING				FOR OUR TIMES (SUS)	
THREE ROBONIC STOOGES (OP)	SKATEBIRDS (OP)							
610 .8	610 .8	1,450 1.9	1.5*		2.1*		2.2*	
12 .7	7 .9	11 1.4	10 *		12 *		11 *	
	.8	1.6	2.0		2.2		2.3	2.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	2.3	3.2	4.4	4.9	7.5	10.2	12.0	14.1	16.1	17.7	17.1	18.3	19.9	20.5	21.8	22.2
(See Def. 1)	WK. 2	2.7	3.4	5.0	5.7	6.8	9.1	11.2	13.3	15.4	16.9	17.9	19.1	19.7	21.3	21.5	22.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. OCT. 7, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 3,820 5.0		{ 2,670 3.5		{ 2,670 3.5		{ 3,660 4.8													
	ABC TV		KIDS ARE PEOPLE TOO !!! (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '79		DIRECTIONS (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,130 4.1		{ 2,210 2.9		{ 2,060 2.7		{ 2,590 3.4													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 18 4.1		{ 13 2.8		{ 11 2.7		{ 13 3.8		{ 3.1											
TOTAL AUDIENCE (Households (000) & %)		{ 2,980 3.9		{ 7,630 10.0		{ 24,030 31.5																
CBS TV		FACE THE NATION		CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:07PM)																
AVERAGE AUDIENCE (Households (000) & %)		{ 2,290 3.0		{ 5,650 7.4		{ 14,190 18.6		{ 16.0* 55		{ 18.9* 56 *		{ 19.9* 57 *		{ 18.3* 53 *								
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 13 2.6		{ 30 6.0		{ 30 8.8		{ 14.6 17.4		{ 18.4 19.4		{ 20.1 19.6		{ 18.4 18.2								
TOTAL AUDIENCE (Households (000) & %)		{ 3,050 4.0		{ 2,370 3.1		{ 2,370 3.1																
NBC TV		POPE-WASHINGTON (SUS)		MEET THE PRESS																		
AVERAGE AUDIENCE (Households (000) & %)		{ 2,370 3.1		{ 2,370 3.1		{ 2,370 3.1																
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 14 3.0		{ 14 3.0		{ 14 3.2																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,130 4.1		{ 2,210 2.9		{ 2,370 3.1															
	ABC TV		KIDS ARE PEOPLE TOO !!! (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)													
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,290 3.0		{ 1,910 2.5		{ 1,910 2.5															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 13 2.9		{ 11 2.4		{ 10 2.6															
TOTAL AUDIENCE (Households (000) & %)		{ 2,370 3.1		{ 6,870 9.0		{ 21,590 28.3																
CBS TV		FACE THE NATION		CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:18PM)																
AVERAGE AUDIENCE (Households (000) & %)		{ 1,830 2.4		{ 5,260 6.9		{ 10,610 13.9		{ 11.9* 41		{ 13.9* 43 *		{ 14.6* 42 *		{ 14.0* 40 *								
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 9 2.3		{ 27 2.6		{ 27 6.0		{ 41 7.8		{ 11.0 12.8		{ 13.5 14.3		{ 15.0 14.2								
TOTAL AUDIENCE (Households (000) & %)		{ 3,130 4.1		{ 3,890 5.1		{ 18,620 24.4																
NBC TV		MEET THE PRESS		NFL '79-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:24PM)																
AVERAGE AUDIENCE (Households (000) & %)		{ 2,590 3.4		{ 2,820 3.7		{ 8,320 10.9		{ 9.2* 31		{ 10.4* 31 *		{ 10.9* 31 *		{ 12.0* 33 *								
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 15 3.2		{ 13 3.6		{ 13 3.6		{ 13 3.9		{ 8.2 10.2		{ 10.6 10.2		{ 10.6 11.3								
TV HOUSEHOLDS USING TV			WK. 1	22.4	23.1	21.8	22.1	22.9	24.1							24.9	27.0	30.0	31.7	33.1	35.2	36.0
(See Def. 1)			WK. 2	22.6	23.3	23.5	23.8	24.3	26.5							27.7	28.4	30.5	31.9	33.0	34.1	35.1
U.S. TV Households: 76,300,000																						

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 7, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	6,490 8.5
	ABC TV	(1) (SUS)																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	5,040
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	6.6 14 6.4 6.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						5,650 7.4		19,610 25.7									
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						4,120 5.4		19,610 25.7									5,650 7.4
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						2,820 3.7		9,310 10.8*									5,720 7.5
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						15,720 20.6											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						5,190 6.8											4,880 6.4
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV		WK. 1	37.4	37.6	38.1	38.4	38.8	39.0	39.2	39.3	39.8	39.9	41.1	42.8	44.2	46.0	47.8	49.4
(See Def. 1)		WK. 2	37.6	38.3	39.2	40.8	43.2	45.4	45.8	47.0	48.3	48.3	48.0	48.5	49.9	52.9	55.3	56.6

U.S. TV Households: 76,300,000

(1) ABC SPEC. REPORT: POPE, ABC, (3:00-3:11)(S)

(2) CBS NFL FOOTBALL POST, CBS, (3:49-4:00PM)

(3) NFL FOOTBALL POST NBC, NBC, (6:48-7:00PM)

(4) WORLD SERIES PRE GAME #5, ABC, (4:00-4:15PM)(S)

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-11.46PM	→GRID														
	1	9.26-12.30AM	→GRID	25,480	33.4	12,820	16.8	30			25,480	33.4	13,510	17.7	29		
		11.00							15.2							18.3	
		11.15					15.8*	28*	16.3					18.0*	34*	17.8	
		11.30							17.0							15.7	
		11.45					16.6*	36*	16.3							10.9	
		12.00							16.2								
		12.15						15.5*	41*	14.9							
CBS M*A*S*H	1	9.25- 9.55PM	→GRID	18,160	23.8	16,100	21.1	31									
		9.45							21.8								
CBS LAST RESORT(B)	1	9.55-10.25PM	→GRID	14,190	18.6	12,360	16.2	24									
		10.15							15.9								
CBS LOU GRANT	1	10.25-11.25PM	→GRID	13,730	18.0	9,840	12.9	21									
		11.00							12.5								
		11.15						12.3*	22*	11.8							
NBC 17TH ANNIVERSARY-J CARSON(S)	1	9.22-11.22PM	→GRID	30,210	39.6	21,140	27.7	43									
		11.00							29.9								
		11.15						28.9*	51*	26.8							
EVENING TUESDAY																	
NBC NAT'L LEAGUE CHAMP. PRE 1(S)	1	8.00- 8.18PM	→GRID	12,890	16.9	12,210	16.0	27									
		8.15							16.3								
NBC NAT'L LEAGUE CHAMP. GM 1(S)	1	8.18-11.52PM	→GRID	28,540	37.4	16,020	21.0	34									
		11.00							22.5								
		11.15						22.2*	40*	21.9							
		11.30							20.7								
		11.45						20.3*	46*	19.4							
NBC NBC TUE. NIGHT MOVIE	2	9.00-11.19PM	→GRID								23,270	30.5	13,510	17.7	30		
		11.00														18.0	
		11.15														12.6	
EVENING WEDNESDAY																	
ABC WORLD SERIES GAME #1(S)	2	8.15-12.00MD	→GRID								37,230	48.8	21,520	28.2	46		
		11.00														27.9	
		11.15													27.2*	50*	26.6
		11.30														26.8	
		11.45													25.7*	57*	24.7
CBS CARTER UN FUND APPEAL(SUS)	2	10.23-10.30PM	10.15														
NBC AMER. LEAGUE CHAMP. PRE 1(S)	1	8.00- 8.18PM	→GRID	12,280	16.1	10,990	14.4	25									
		8.15							15.0								
NBC AMER. LEAGUE CHAMP. GM 1(S)	1	8.18-11.52PM	→GRID	28,380	37.2	15,870	20.8	35									
		11.00							21.6								
		11.15						21.5*	40*	21.5							
		11.30							21.4								
		11.45						21.1*	48*	20.3							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING THURSDAY																	
ABC WORLD SERIES GAME #2(S)	2	8.14-11.38PM	-GRID 11.00 11.15 11.30								37,010	48.5	22,580	29.6	48	31.2 30.8 32.1	
ABC WORLD SERIES PRE GAME #2(S)	2	8.00- 8.14PM	8.00								15,340	20.1	15,110	19.8	34	19.8	
NBC CARTER-UNITED WAY(SUS)	1	10.54-11.00PM	10.45														
EVENING FRIDAY																	
ABC WORLD SERIES GAME #3(S)	2	8.15-10.00PM	-GRID								33,650	44.1	17,170	22.5	39		
	2	10.30-12.05AM															
			11.00 11.15 11.30 11.45 12.00												22.9* 41*	22.7 23.2 25.2 25.0 24.4	
NBC AMER. LEAGUE CHAMP. PRE 3(S)	1	8.00- 8.16PM	-GRID 8.15	12,510	16.4	12,440	16.3	31	16.3								
NBC AMER. LEAGUE CHAMP. GM 3(S)	1	8.16-11.40PM	-GRID	27,620	36.2	14,950	19.6	35									
			11.00 11.15 11.30					21.7* 41*	20.9 22.5 23.9								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,110	19.8	15,110	19.8	34	19.8		15,640	20.5	15,640	20.5	36	20.5	
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,650	7.4	5,340	7.0	15	7.0		5,720	7.5	5,570	7.3	15	7.3	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	6,640	8.7	6,640	8.7	16	8.7		7,170	9.4	6,710	8.8	16	8.8	
	2	8.56- 8.59PM	8.45								15,570	20.4	15,570	20.4	38	20.4	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	16,790	22.0	16,790	22.0	40	22.0								
NBC SATURDAY NIGHT	1	11.30-12.50AM	11.30	15,950	20.9	10,530	13.8	42	14.8		17,700	23.2	12,210	16.0	47	17.2	
	2	11.30-12.52AM	11.30 11.45 12.00 12.15 12.30 12.45					14.9* 40*	14.9 14.5 13.4 12.0 11.8*					17.2* 44*	17.2 16.7 15.8 14.3 13.7		
								14.0* 44*	13.4 12.0 11.3					16.2* 48*			
								11.8* 43*						14.1* 48*			
EVENING SUNDAY																	
ABC WORLD SERIES GAME #5(S)	2	4.15- 7.34PM	-GRID 7.30								34,790	45.6	19,990	26.2	53	21.8	
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	10,070	13.2	10,070	13.2	21	13.2								
	2	8.57- 8.59PM	8.45								12,970	17.0	12,280	16.1	24	16.1	
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-11.51PM	-GRID 11.45								25,710	33.7	14,800	19.4	33	14.0	
														14.8* 36*			
ABC CARTER UNITED WAY-ABC(SUS)	1	10.55-11.00PM	10.45														
ABC PROMO FILL(SUS)	1	10.52-10.55PM	10.45														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 2	2	4.13- 7.18PM	+GRID														
	1	4.27- 7.07PM	-GRID	19,610	25.7	8,550	11.2	26	15.9		15,720	20.6	5,490	7.2	15		
		7.00- 7.15															
CBS 60 MINUTES	1	7.07- 8.07PM	-GRID	25,870	33.9	19,380	25.4	46								8.5	
	2	7.18- 8.18PM	-GRID								25,180	33.0	17,400	22.8	36		
		8.00- 8.15							27.3								
CBS ARCHIE BUNKER'S PLACE	1	8.07- 8.37PM	-GRID	20,370	26.7	16,480	21.6	35								21.1	
	2	8.18- 8.48PM	-GRID								17,930	23.5	15,110	19.8	30		
		8.30- 8.45							24.7								
CBS ONE DAY AT A TIME	1	8.37- 9.07PM	-GRID	22,430	29.4	18,920	24.8	39								20.5	
	2	8.48- 9.18PM	-GRID								19,230	25.2	16,180	21.2	31		
		9.00- 9.15							28.2								
CBS ALICE	1	9.07- 9.37PM	-GRID	23,420	30.7	21,750	28.5	43								20.5	
		9.30- 9.45							28.9								
CBS NEWSBREAK-SUN.	1	9.06- 9.07PM	9.00	19,910	26.1	19,910	26.1	40	26.1								
CBS FLESH & BLOOD-PT.-1(S)	2	9.18-11.18PM	-GRID								25,330	33.2	16,180	21.2	35		
			11.15														
S NEWSBREAK-SUN.	2	9.16- 9.17PM	9.15													18.7	
S JEFFERSONS	1	9.37-10.07PM	-GRID	23,350	30.6	20,450	26.8	41			14,270	18.7	14,270	18.7	27	18.7	
		10.00- 10.15							29.1								
S TRAPPER JOHN, M.D.	1	10.07-11.07PM	-GRID	22,890	30.0	17,550	23.0	41									
		11.00- 11.15							22.6								
C NBC NEWS UPDATE-SUN.	1	9.04- 9.05PM	9.00	14,120	18.5	14,120	18.5	28	18.5								
C MOVIE FILL(SUS)	2	9.55-10.00PM	9.45														
C NBC LATE NIGHT MOVIF	1	11.30- 1.23AM	-GRID	3,820	5.0	1,980	2.6	12			3,660	4.8	2,140	2.8	12		
	2	11.30- 1.01AM	-GRID														
		12.45- 1.00					2.7*	16*	2.6					2.6*	16*	2.4	
		1.00- 1.15					2.1*	15*	1.8							2.5	
EVENING MONDAY-FRIDAY																	
C ABC NEWSBRIEF-M-F	2	>	8.00														
	1	>	8.45- 9.45	14,190	18.6	13,580	17.8	28	15.7	M-F	12,970	17.0	12,970	17.0	29	18.2	
									20.3	TU-TH						15.6	
C BARNEY MILLER-11.30	2	11.30-12.04AM	11.30								5,490	7.2	4,430	5.8	19	14.7	
			11.45- 12.00													TUE.	
C POPE IN AMERICA-I(SUS)	1	11.30-12.00MD	11.30													6.0	
C POPE IN AMERICA-III(SUS)	1	11.30-12.00MD	11.30							TUE.						5.7	
C POPE IN AMERICA-IV(SUS)	1	11.30-12.00MD	11.30							WED.						5.0	
C POPE IN AMERICA-V(SUS)	1	11.30-12.00MD	11.30							THU.						TUE.	
										FRI.							
1 U.S. TV HOUSEHOLDS: 76,300,000																	
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																	
*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)																	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC CHARLIE'S ANGELS-11.30	1	12.00- 1.07AM	12.00	7,020	9.2	4,580	6.0	23	6.1	FRI.									
			12.15				6.2*	21*	6.3	FRI.									
			12.30						6.2	FRI.									
			12.45				6.0*	26*	5.9	FRI.									
			1.00						5.6	FRI.									
ABC LOVE BOAT-11.30	1	12.00- 1.07AM	12.00	5,040	6.6	3,510	4.6	23	4.9	WED.									
			12.15				4.8*	20*	4.6	WED.									
			12.30						4.7	WED.									
			12.45				4.6*	28*	4.5	WED.									
			1.00						3.7	WED.									
ABC POLICE WOMAN	1	12.00- 1.06AM	12.00	4,650	6.1	3,200	4.2	20	4.4	THU.									
			12.15				4.3*	19*	4.3	THU.									
			12.30						4.2	THU.									
			12.45				4.1*	21*	4.0	THU.									
			1.00						3.5	THU.									
ABC TUESDAY MOVIE OF THE WEEK	2	12.04- 2.02AM	12.00								4,650	6.1	2,520	3.3	20	4.3	TUE.		
			12.15											4.1*	18*	4.0	TUE.		
			12.30												3.5	3.5	TUE.		
			12.45											3.5*	19*	3.4	TUE.		
			1.00											3.2	3.2	TUE.	TUE.		
			1.15											3.1*	21*	3.0	TUE.		
			1.30													2.9	TUE.		
			1.45													2.8	TUE.		
			2.00													2.6	TUE.		
ABC POLICE WOMAN	2	12.21- 1.30AM	12.15								5,420	7.1	3,890	5.1	26	5.7	THU.		
			12.30													5.5	THU.		
			12.45													5.3	THU.		
			1.00													4.8	THU.		
			1.15													4.2	THU.		
ABC TUESDAY MOVIE OF THE WEEK	1	12.28- 2.11AM	12.15	4,500	5.9	2,750	3.6	26	4.4	TUE.									
			12.30						4.3	TUE.									
			12.45				4.1*	22*	3.9	TUE.									
			1.00						3.3	TUE.									
			1.15				3.3*	24*	3.2	TUE.									
			1.30						3.4	TUE.									
			1.45				3.4*	32*	3.3	TUE.									
			2.00						3.4	TUE.									
ABC LOVE BOAT-11.30	2	12.32- 1.38AM	12.30								5,420	7.1	3,970	5.2	30	6.0	WED.		
			12.45											5.5*	27*	5.1	WED.		
			1.00													4.9	WED.		
			1.15											5.0*	32*	5.0	WED.		
			1.30											4.7		4.7	WED.		
ABC BARETTA-THU.	1	1.06- 1.51AM	1.00	2,670	3.5	2,060	2.7	21	2.6	THU.									
			1.15				2.5*	18*	2.5	THU.									
			1.30						2.7	THU.									
			1.45				2.8*	25*	2.9	THU.									
ABC BARETTA-WED.	1	1.07- 1.54AM	1.00	3,130	4.1	2,590	3.4	32	3.4	WED.									
			1.15				3.3*	28*	3.3	WED.									
CONT'D																			

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D	2	8.58- 8.59PM	8.45						20.1	M & TH									
NBC NBC NEWS UPDATE-M-F-CONT'D	1	>	11.30	8,240	10.8	4,730	6.2	25	9.0	TH & F	13,510	17.7	13,510	17.7	27	17.7	M-F		
NBC TONIGHT SHOW	2	>	11.45				8.2*	27*	7.4	THU.	8,770	11.5	4,880	6.4	22		M-F		
			12.00						7.2	TH & F									
			12.15				6.4*	28*	6.2	TH & F									
			12.30						5.6	TH & F									
			12.45				5.6*	22*	5.4	TH & F									
			1.00						5.1	FRI.						5.2	TUE.		
			1.15				4.8*	25*	4.5	FRI.									
NBC NBC NEWS SPECIAL REPORT(S)	1	11.52-12.52AM	11.45	7,170	9.4	4,500	5.9	22	8.8	MON.									
			12.00						7.4	MON.									
			12.15				6.4*	22*	5.5	MON.									
			12.30						4.3	MON.									
			12.45				4.0*	19*	3.6	MON.									
NBC TOMORROW SHOW	1	>	12.15	3,660	4.8	2,440	3.2	20	5.7	M-TH									
			12.30						4.3	M-W									
			12.45				3.9*	20*	3.3	M-W									
			1.00						3.0	M-TH									
			1.15				2.7*	19*	2.4	M-TH									
			1.30						1.8	M & TH									
NBC MIDNIGHT SPECIAL	2	1.00- 2.30AM	1.00									5,340	7.0	2,980	3.9	25	4.9	FRI.	
			1.15												4.8*	24*	4.6	FRI.	
			1.30														4.3	FRI.	
			1.45														3.7	FRI.	
			2.00												4.0*	25*	3.1	FRI.	
			2.15														2.8	FRI.	
NBC TOMORROW SHOW	2	>	1.45									2,750	3.6	2,060	3.0*	25*			
			2.00												2.7	21		M-TH	
			2.15												3.0*	26*		M-TH	
NBC MIDNIGHT SPECIAL	1	1.42- 3.12AM	1.30	3,430	4.5	1,980	2.6	23	3.7	FRI.					2.3		2.2	TUE.	
			1.45						2.9	FRI.									
			2.00						2.7	FRI.									
			2.15				2.6*	21*	2.5	FRI.									
			2.30						2.4	FRI.									
			2.45				2.4*	24*	2.4	FRI.									
			3.00						2.4	FRI.									
DAY MONDAY-FRIDAY																			
ABC POPE JOHN PAUL II(SUS)	1	9.05- 9.30AM	9.00																
ABC POPE IN AMERICA-II(SUS)	1	11.08-11.48AM	11.00																
ABC POPE IN NEW YORK(SUS)	1	12.00- 1.20PM	12.00																
ABC ABC DAYTIME NEWSBRIEF-M-F		>	1.45	6,560	8.6	6,180	8.1	30	8.5	MTUF		6,710	8.8	6,710	8.8	32	8.6	MTHF	
ABC ABC DAYTIME NEWSBRIEF-MON(SUS)	1	1.57- 1.59PM	1.45							THU.									
ABC ABC DAYTIME NEWSBRIEF-TUE(SUS)		1.57- 1.59PM	1.45							WED.									
ABC ABC DAYTIME NEWSBRIEF-WED(SUS)	2	1.57- 1.59PM	1.45							WED.								TUE.	
ABC POPE IN BOSTON(SUS)	1	2.51- 3.30PM	2.45							MON.								WED.	

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U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)



NATIONAL Nielsen TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							OTHER PROGRAMS						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D ABC GENERAL HOSPITAL		>	-GRID 3.15 3.30 3.45 4.00 4.15		9,160 12.0	6,790	8.9	29		M-F		9,690 12.7	7,320	9.6	32		M-F
							8.5*	29*	8.6	TU-F							
							9.2*	30*	8.9	M-F							
							9.6*	30*	9.5	M-F							
									9.5	MON.							
									9.7	MON.							
ABC CARTER PRESS CONF.-ABC(SUS)	2	3.30- 4.07PM	3.30														
ABC EDGE OF NIGHT(B)	1	4.00- 4.30PM	4.00														
			4.15		3,970 5.2	3,430	4.5	15									
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30														
			4.45						4.7	TUE.							
			5.00						4.4	TUE.							
			5.15														
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30														
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30														
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00		4,500 5.9	2,820	3.7	21		M-F							
			10.15				4.2*	24*	4.4	THU.							
			10.30						4.0	THU.							
			10.45				3.2*	18*	3.3	THU.							
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45		2,750 3.6	2,210	2.9	16	2.9	M-F							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D															
NBC POPE-1(SUS)	1	1.05- 2.01PM	1.00						TUE.						
NBC ANOTHER WORLD	1	>	2.30	6,940	9.1	4,880	6.4	22	5.9 M & TU	6,790	8.9	4,880	6.4	22	M-F
	2	>	-GRID												
			2.45				5.6*	21*	5.9 M & TU						
			3.00						5.8 M & TU						
			3.15				6.0*	21*	6.2 M & TU						
			3.30						7.0 M & TU						
			3.45				7.1*	24*	7.2 M & TU						
NBC POPE ARRIVAL(SUS)	1	2.47- 3.33PM	2.45						MON.				6.9*	23*	7.0 M-WTHF
NBC AMER. LEAGUE CHAMP. GM 2(S)	1	3.00- 6.12PM	3.00	18,620	24.4	7,710	10.1	30	6.2 THU.						6.9 M-WTHF
			3.15				5.9*	21*	7.6 THU.						
			3.30						8.3 THU.						
			3.45				8.0*	27*	8.6 THU.						
			4.00						8.9 THU.						
			4.15				8.7*	28*	9.5 THU.						
			4.30						9.7 THU.						
			4.45				9.6*	29*	10.7 THU.						
			5.00						11.9 THU.						
			5.15				11.3*	32*	14.1 THU.						
			5.30						15.3 THU.						
			5.45				14.7*	36*							
NBC NAT'L LEAGUE CHAMP. GM 2(S)	1	3.00- 6.43PM	6.00	20,910	27.4	9,610	12.6	33	16.3 THU.						
			3.00				7.2 WED.		7.2 WED.						
			3.15				7.6*	24*	8.1 WED.						
			3.30						8.9 WED.						
			3.45				8.9*	27*	9.0 WED.						
			4.00						10.2 WED.						
			4.15				10.8*	32*	11.3 WED.						
			4.30						12.1 WED.						
			4.45				12.3*	34*	12.4 WED.						
			5.00						13.8 WED.						
			5.15				14.1*	37*	14.3 WED.						
			5.30						15.1 WED.						
			5.45				15.5*	37*	15.9 WED.						
			6.00						16.9 WED.						
			6.15				17.1*	36*	17.4 WED.						
			6.30						17.1 WED.						
NBC NAT'L LEAGUE CHAMP. GM 3(S)	1	3.00- 3.30PM	3.00	21,750	28.5	9,380	12.3	31	5.8 FRI.						
	1	3.50- 7.00PM													
			3.15				6.2*	21*	6.5 FRI.						
			3.30						9.1 FRI.						
			4.00						10.0 FRI.						
			4.15				9.5*	28*	11.4 FRI.						
			4.30						11.7 FRI.						
			4.45				11.5*	32*	12.7 FRI.						
			5.00						13.7 FRI.						
			5.15				13.2*	34*	14.3 FRI.						
			5.30						14.8 FRI.						
			5.45				14.5*	34*							
CONT'D															

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC NAT'L LEAGUE CHAMP. GM 3(S)-CONT'D			6.00 6.15 6.30 6.45					15.8* 34*	15.6 16.0 17.2 16.6	FRI. FRI. FRI. FRI.									
NBC CARD SHARKS SP.(S)	1	3.30- 3.50PM	3.30 3.45	4,960	6.5	4,350	5.7	18	5.8 5.7	FRI. FRI.									
NBC CARTER PRESS CONF-NBC(SUS)	2	3.30- 4.09PM	3.30																
NBC NBC NIGHTLY NEWS	1	>	-GRID 6.45 7.00 7.15	9,690	12.7	8,470	11.1	23	11.5 11.3 10.7	M-F M-TH FRI.								TUE.	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,270	5.6	3,820	5.0	21	5.0			3,890	5.1	3,590	4.7	20	4.7		
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,580	6.0	4,350	5.7	23	5.7			4,430	5.8	4,120	5.4	23	5.4		
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,340	7.0	5,040	6.6	28	6.6			3,820	5.0	3,510	4.6	18	4.6		
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,270	5.6	3,820	5.0	23	5.0			4,500	5.9	4,350	5.7	25	5.7		
ABC WORLD SERIES GAME #4(S)	2	12.44- 4.53PM	-GRID									31,050	40.7	17,930	23.5	63			
ABC WORLD SERIES PRE GAME #4(S)	2	12.30-12.44PM	12.30													29.3* 68*	28.9		
ABC NCAA FOOTBALL PRE GAME	1	1.30- 1.43PM	-GRID	6,180	8.1	5,490	7.2	28				9,000	11.8	8,700	11.4	38	11.4		
	1	1.53- 1.58PM	1.45						6.7										
ABC POPE IN WASHINGTON I(SUS)	1	1.43- 1.53PM	1.30																
ABC HALF-TIME REPORT:POPE(SUS)	1	3.29- 3.33PM	3.15																
ABC NCAA FOOTBALL POST GAME	1	4.57- 5.07PM	4.45 5.00 6.45	4,650	6.1	5,110	6.7	18	7.1 6.6										
CBS SUNRISE SEMESTER-SAT(SUS)	2	6.52- 7.00PM	6.30									12,510	16.4	10,450	13.7	31	13.7		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,660	4.8	3,360	4.4	29	4.4			3,820	5.0	3,510	4.6	28	4.6		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,270	5.6	4,040	5.3	27	5.3			5,340	7.0	4,960	6.5	32	6.5		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,880	7.7	5,800	7.6	32	7.6			6,330	8.3	6,030	7.9	33	7.9		
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	7,400	9.7	6,870	9.0	35	9.1 9.0			7,860	10.3	7,320	9.6	38	9.5 9.6		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,420	7.1	5,190	6.8	28	6.8			6,330	8.3	6,100	8.0	32	8.0		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,730	6.2	4,500	5.9	25	5.9			6,260	8.2	6,030	7.9	31	7.9		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,880	6.4	4,500	5.9	25	5.9			5,190	6.8	4,810	6.3	23	6.3		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,660	4.8	3,430	4.5	18	4.5			3,970	5.2	3,740	4.9	16	4.9		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,820	5.0	3,510	4.6	18	4.6			4,040	5.3	3,890	5.1	15	5.1		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,350	5.7	4,040	5.3	19	5.3			4,960	6.5	4,650	6.1	17	6.1		
CBS 30 MINUTES	1	1.30- 1.43PM	1.30	2,750	3.6	2,820	3.7	14	3.7										



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,040	5.3	4,040	5.3	27	5.3		3,590	4.7	3,360	4.4	22	4.4	
NBC TIME OUT-9:58AM		9.58-10.00AM	9.45	4,650	6.1	4,500	5.9	24	5.9		4,730	6.2	4,650	6.1	25	6.1	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,270	5.6	4,120	5.4	21	5.4		4,730	6.2	4,580	6.0	25	6.0	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	2,980	3.9	2,900	3.8	16	3.8		4,730	6.2	4,500	5.9	24	5.9	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,280	4.3	3,200	4.2	18	4.2		4,120	5.4	3,970	5.2	20	5.2	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,360	4.4	3,200	4.2	18	4.2		4,200	5.5	4,200	5.5	21	5.5	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,980	3.9	2,980	3.9	17	3.9		2,750	3.6	2,670	3.5	15	3.5	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,440	3.2	2,290	3.0	14	3.0		1,980	2.6	1,830	2.4	10	2.4	
ABC ABC SPEC REPORT:POPE(SUS)	1	3.00- 3.11PM	3.00														
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	610	.8	610	.8	10	.8		690	.9	610	.8	10	.8	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,220	1.6	1,220	1.6	13	1.6		690	.9	690	.9	7	.9	
CBS CBS NFL FOOTBALL POST	2	3.51- 4.00PM	3.45								3,430	4.5	2,670	3.5	9	3.5	
CBS POPE NEWS REPORT(SUS)	1	5.23- 5.27PM	5.15														
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 3.34PM	→GRID 3.30								18,620	24.4	8,320	10.9	31	11.5	
	1	4.00- 6.48PM	→GRID	19,610	25.7	9,310	12.2	30									
NBC POPE-HALF--TIME(SUS)	1	5.15- 5.22PM	6.45 5.15						13.5								